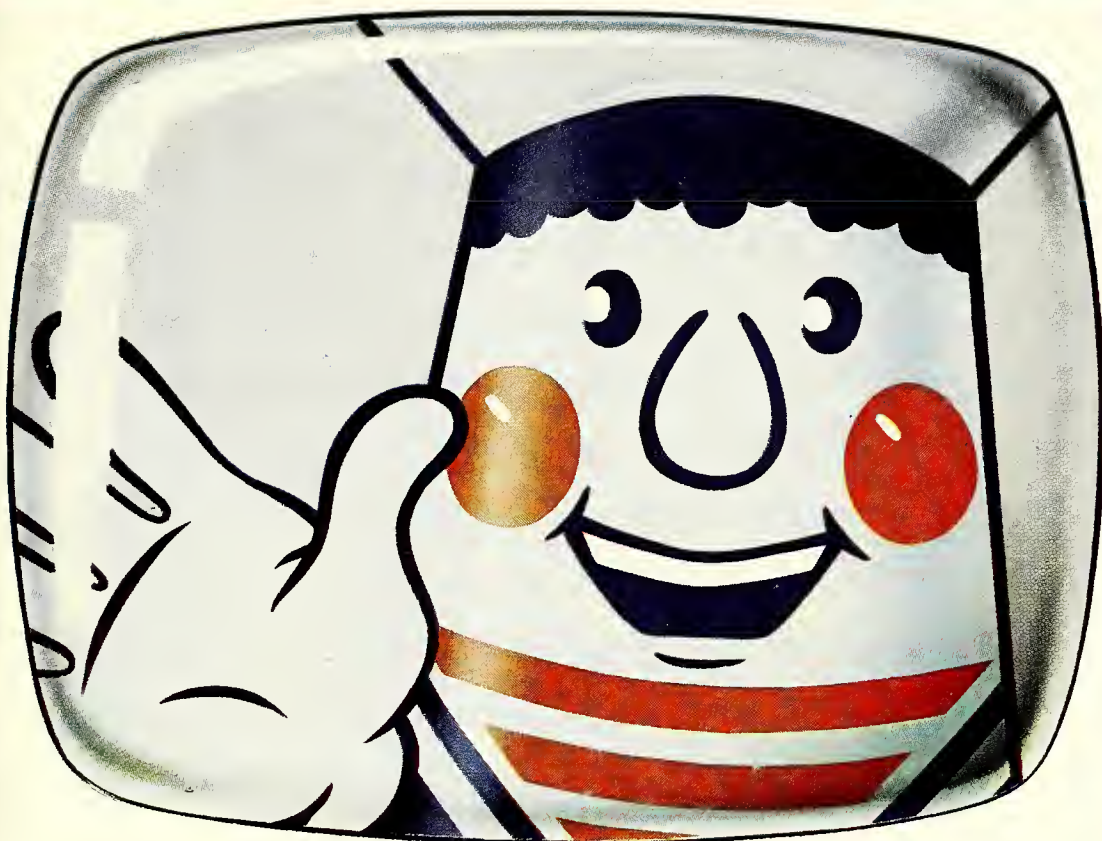


Chemist & Druggist

Benn >>

MARCH 20 1976 THE NEWSWEEKLY FOR PHARMACY



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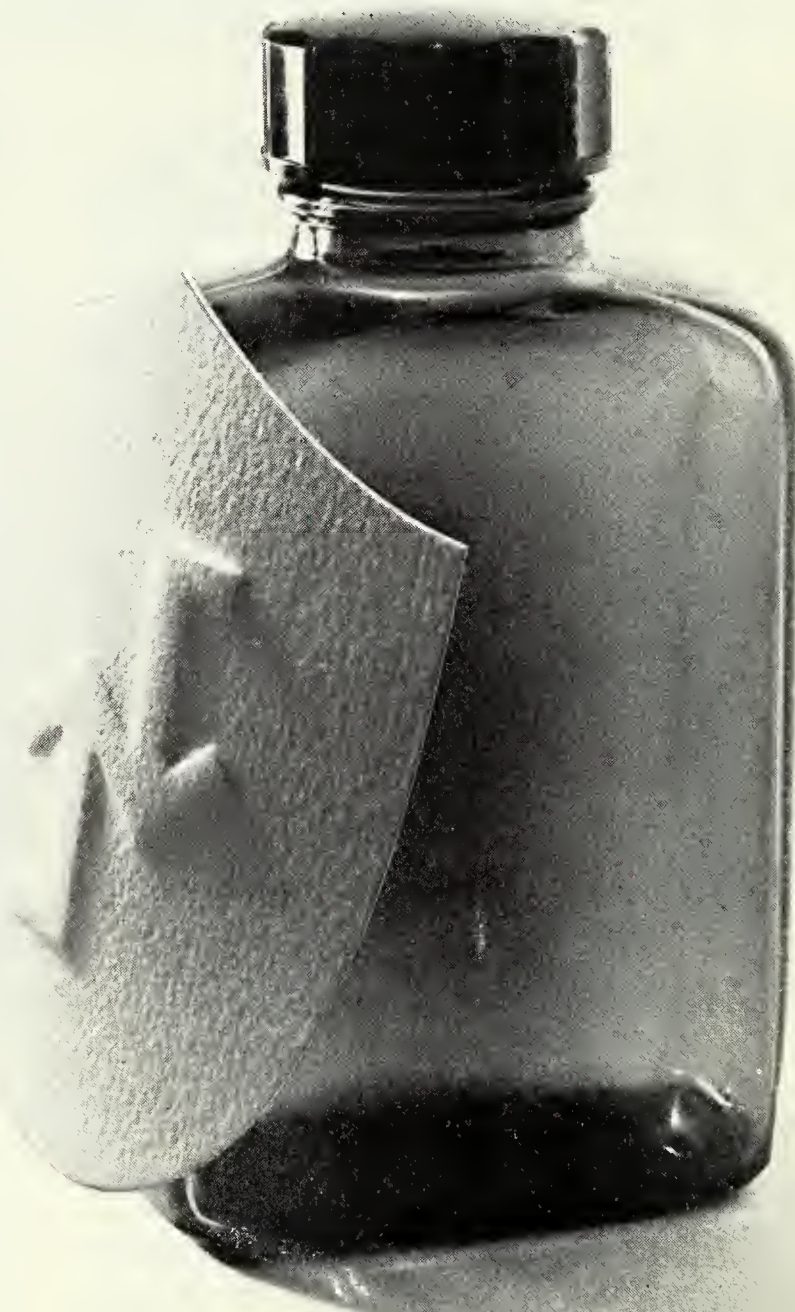
General sale
& script-only
proposals
and reactions

Revival of
'Birmingham'
drug testing

BBC upholds
TV complaint
by ABPI

Reciprocity
agreement on
Irish degree?

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Chemist & Druggist

The newsweekly for pharmacy

20 March 1976 Vol. 205 No. 5007

117th year of publication

Editor Arthur Wright, FPS, DBA

Advertisement Manager Peter Nicholls, JP

Publisher Arthur Wright, FPS, DBA

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Comment

New medicines law

Practising pharmacists will have to relearn almost every line of their forensic pharmacy from first principles as a result of the proposals for implementation of part three of the Medicines Act 1968, published last week (see pp404 and 416). The consultative and explanatory documents, together with proposed Orders and lists of substances, cover more than 200 closely-typed pages—and nearly a week after first issue, officials of trade and professional organisations were still studying the implications for their own members.

Generally, pharmacy seems to have survived much of the mud-slinging concerning the profession's alleged failure to exercise any greater control over the sale of medicines than the corner-shop achieves. However, if the proposals for limitation of pack size go forward into legislation, pharmacists will have to show that the Commission's trust is not misplaced—and ensure that the *inevitable* surveys commissioned by those opposed to the restrictions come up with the right findings for the profession.

The Commission itself seems to be guilty of some double thinking in dealing with the analgesics question. It says that the spirit of the White Paper and the letter of the Act would best be served by pack-size restrictions, and it also gives support to the Society's contention that the public cannot be expected to treat medicines with respect so long as they are displayed for self-service.

But the Commission goes on to hope that segregation of analgesics from other home remedies will help educate the public to treat *analgesics* in their homes with due care (our italics). Surely part of the "spirit" of the Act is to ensure that *all* medicines are treated not only with care (in relation harm from accidental or intentional overdosage) but with respect. That this is not the Commission's thinking is underlined by the fact that the self-service restriction would be reconsidered if unit packaging were introduced on a wide scale—as it is to be!

To argue in such a way is to enshrine the concepts of the former "poisons" legislation. The very existence of lists of drugs for general sale, and of dosage and pack limits, suggests preoccupation with content rather than use. Things will change as products are reviewed and re-licensed under other sections of the Act, but will the criteria for general sale be any different without a fundamental change in attitude to medicines?

We suggest that, in all cases, it should first be decided whether the condition to be treated is accurately self-diagnosable; secondly, whether professional advice is desirable before treatment. The third consideration is whether the preparation is suitable for the condition.

Only when those criteria are met satisfactorily should it be ascertained whether the treatment in massive excess is harmful. That approach, emphasising the protection of the patient, would we believe result in a much diminished general sale list, putting into practice the view, as pointed out by the NPU, that general sale should be the exception rather than the rule.

Society wins changes in medicines proposals

We have got the majority of the changes we asked for, was how sources in the Pharmaceutical Society reacted on initial study of the Medicines Commission's proposals on the general sale and prescription only lists published last week (see p416).

In particular, the control on analgesic sales and listing of sellers of general sale medicines are seen as "steps in the right direction", and Society officials are also pleased with the proposals relating to emergency supply of prescription-only items. A detailed study of the documents—there are over 200 pages of proposals—is to be presented to the Society's Council meeting next month.

The National Pharmaceutical Union professes itself disappointed that the general sale list is not smaller. A statement from the NPU says: "We think that the Medicines Commission is still not acting within the spirit of the Medicines Act which indicated that it should be the rule rather than the exception that medicines should be supplied through a pharmacy and under supervision of a pharmacist."

The NPU had always subscribed to the view that medicines are not ordinary items of merchandise and welcomes the proposed segregation of analgesics from other home remedies as an important first step in educating the public to treat such substances with due care. "We hope that the analgesics will soon be followed by other groups of medicaments so that eventually the sale of all medicines will be controlled in this way." The NPU's Executive Committee is to discuss the proposals at its meeting next week, and the Association is then expected to make representations to the Commission.

Proprietary industry's comments

Most retail pharmacists do not appreciate the effect that the proposed restrictions on pack size and self-selection will have on them, a spokesman for the Proprietary Association of Great Britain told *C&D* this week. He pointed out that the pharmacist would have to devote more time and attention to supervising sales of, say, 100-packs of aspirin tablets and that when he was not available the assistant would be able to sell four 25-packs but not the 100-pack—adding to the cost for the consumer.

The proposed self-selection ban on analgesics has, according to PAGB, been overtaken by events, since all children's aspirin is now in safety packs and adult analgesics are expected to be similarly packed in the next year or so. Since the Commission has undertaken to look at the situation again with safety packs in general use (when the rationale for the prohibition will go), PAGB can see no point in making a law which may have to be repealed after only 12 months in operation.

The spokesman pointed out that no draft regulations had yet been published on the definition of self-service and self-selection—and the Commission had called for no evidence on the question. The problems include denying the public access to a unit placed at the back of a counter in a modern open-plan shop.

Another PAGB criticism is that some of the ingredient dosage limits for GSL medicines are unrealistic—some, they say, could tend to make the product ineffective, and it is suggested that the question should have been referred to the Committee on the Review of Medicines before implementation. An example was guaiphenesin, with a daily limit of 100mg in the GSL, but a BPC single dose recommendation of 100-200mg. Also the maximum doses for copper, manganese and zinc were below the recommended daily dietary intake levels, making formulation of dietary supplements difficult—there was no evidence that taking this dosage level as a supplement caused any ill-effects, and dietary intake itself varied by factors of 1,000.

Finally, PAGB considers the proposed time-scale "outrageous", with only two months for consideration and three months for implementation. A great deal of the legislation proposals had still not been published, including how to deal with stocks in the trade, cautionary labelling, etc. "They have not said when or how—the industry has been left in the air."

A spokesman for the Association of the British Pharmaceutical Industry told *C&D* on Wednesday they were giving the documents detailed consideration and copies had gone out to member companies. However the Association was not then in a position to give a considered reaction.

The 200 pages of Medicines Commission proposals include consultative documents—and draft Orders and Regulations based on

them—covering the general sale lists, prescription only medicines, herbal remedies, homoeopathic preparations, and including such matters as display of analgesics, slot machine sales, prescription requirements and emergency supply of prescription medicines. From these documents, *C&D* has picked out the major changes, and the Commission's reasoning behind them. The proposed orders have been drafted with the idea that they should come into force on September 1 this year.

Comments by May 31

The documents have been distributed to professional, trade and consumer organisations with the request that comments be made by May 31; the Commission is however requesting earlier notification where an organisation intends to raise points which would require a major rewording of the draft Orders. Comments on human medicines aspects should be sent to the Commission, Room 308, Department of Health, 33 Finsbury Square, London EC2A 1PP, and on veterinary medicines aspects to Animal Health Division, Ministry of Agriculture, Garrison Lane, Chessington, Surrey.

Pharmacist prosecuted for displaying red cross symbol

A pharmacist, prosecuted under legislation which makes it illegal to display the Red Cross emblem, was given an absolute discharge at Bow Street Magistrates Court on Monday.

Mr Ronald Davidson, whose shop is in Lamb's Conduit Street, Holborn, London, pleaded guilty by letter to the summons which was brought by the Director of Public Prosecutions. It was alleged that police had seen the emblem displayed in the window of his shop and, despite warnings, it was still there later. In a letter to the court, Mr Davidson's solicitors said he was unaware it was a criminal offence and thought the officer who warned him was connected with the Red Cross.

A report in *The Times* explains the Geneva Convention Act 1911 made it an offence "for any person to use for the purposes of his trade or business . . . the heraldic emblem of the Red Cross on a white ground". The maximum penalty is a £10 fine, and the consent of the Attorney General is necessary before a prosecution.

Mrs A. E. Cartmell, an assistant at the Battersea pharmacy of Clarke & Clarke, receives tickets for a Canary Islands holiday—the first prize in the Uvistat trade competition organised by WB Pharmaceuticals Ltd. Mr Alan Walton, the company's marketing director, makes the presentation



West Midlands voluntary drug testing scheme starts April 1

The revival of the former Birmingham drug testing scheme by West Midlands County Council—which was criticised by the National Pharmaceutical Union when first proposed (*C&D*, October 18, 1975, p525 and October 25, p562)—is to go ahead on April 1. *C&D*'s investigation suggested that the NPU criticism resulted from a "communications gap" between the Council's consumer protection department and local pharmaceutical committees.

The new scheme will be based upon voluntary co-operation between pharmacists in the West Midlands and the consumer protection department. Mr G. S. Gesty, senior area consumer protection officer, told *C&D* it will enable the County Council to fulfill its statutory duties in relation to the testing of the quality and composition of drugs and medical products under the Food and Drugs Acts, 1955, and the Medicines Act, 1968, more effectively. The information gained by department officers will enable resources to be directed to the most effective areas.

Pharmacists may request analysis

The scheme will operate on the following lines:—

- A food and drugs officer will visit pharmacists and take samples of drugs used in the preparation of prescriptions and ready prepared drugs (made-up prescriptions will not be checked as this is the duty of the pharmacy inspectorate).
- The samples will be tested at the department's analytical laboratory. An analytical chemist who has specialised in this work will advise the officers on the types of drug to be taken and visiting the pharmacists if expert advice is necessary—for example on storage.

- Sampling in the hospitals will be carried out in conjunction with the regional quality control department of the Regional Health Authority.

- A facility will be available whereby pharmacists can contact the department

if they suspect the quality of drugs and, subject to the resources being available, samples will be taken and analysed and the necessary action taken.

- The results of tests will be given to the pharmacists concerned and where drugs are found to be incorrect the matter will be dealt with in most instances by advice to pharmacists or manufacturer.

- A periodical report on the results of analysis of drugs and the actions taken will be made available to the local pharmaceutical and health committees involved.

The original Birmingham drug testing scheme began in 1956 and was successful over many years, helping to stop the sale of many sub-standard drugs.

'Preventive health' document reveals costs

The growing complexity of medical treatment has increased the risk of disease and injury resulting from the actions of doctors, nurses and technicians—in 1972, some 100,000 people in England and Wales were admitted to hospital because of adverse effects of medicines and complications of surgery and medical care.

Those facts are given in a consultative document on promoting health published this week by the Department of Health. The document—"Prevention and health: Everybody's business" (HM Stationery Office, £0.50)—gives examples of human factors involved including drug-taking; it notes that about 2,000 narcotics addicts are receiving treatment and there is an increasing reliance on tranquillisers, anti-depressants and hypnotics—46m prescriptions in England in 1973. An "epidemic" of self-poisoning has been revealed among young women, and is the commonest cause of their admission to acute medical wards.

On preventive measures, the document states that fluoridation of water supplies is completely safe and reduces dental decay

substantially—yet only 8.6 per cent of the population receive such treated water; fluoridating all supplies could cut dental decay by 50 per cent. Screening has been used for hypertension, diabetes, cancer of the bladder, stomach and lung, glaucoma and mental illness, with varying results, and the report notes the claim that the next important step forward would be the prevention of stroke—which is responsible for 110,000 hospital admissions a year—by the control of high blood pressure.

The aim of the document is to stimulate discussion on the role of prevention in health care. However, costs of preventive measures differ widely—polio immunisation has saved 12 times its cost in 20 years, whereas breast cancer screening of women in their fifties annually might reduce deaths by 3,000 but cost £20-£30m—£8,000 to find one woman with breast cancer.

Oral antigen found useful in colds

A further trial of an oral bacterial antigen has confirmed that it may be useful in the prevention of colds.

In a trial carried out on 110 pupils aged from 7 to 13 years at two Bristol boarding schools, there was a highly significant difference in the number of days absenteeism due to upper respiratory-tract infection in the treated group compared with the placebo group. The number of colds was also significantly lower in the former, who took 1ml daily of the antigen for the first four weeks of the autumn term. Over a six-month period 63.6 per cent of those on placebo had at least one day's absence compared with only 34.5 per cent on the antigen. The lysate was supplied by Lantigen (England) and the trial was reported in *The Practitioner*.

West Sussex AHA holds return medicines campaign

West Sussex Area Health Authority are holding a "Bring back your medicines campaign" from March 22-April 3, in which 150 pharmacists are to take part. Posters and leaflets publicising the campaign feature Henry, the Minced Morsels bloodhound from television, carrying the slogan "Henry says old medicines are dangerous".

Press conferences were held on Monday to launch the campaign. Mr David Garraway, area pharmaceutical officer, and Mr John Cuer, a local pharmacist, took part in the one at Goring-on-Sea, and Mr Ronald Meadows, district pharmaceutical officer, and Mr George Bevis, a local pharmacist, took part in the Chichester conference. Mr L. Decker, district pharmaceutical officer, and Mr Edwin Ibbotson, a local pharmacist, launched the campaign in the Cuckfield and Crawley district.

ICML move to Wiltshire

Independent Chemists Marketing Ltd are moving out of Mallinson House, Southgate, at the end of this month. From April 1, their new address will be 51 Boreham Road, Warminster, Wiltshire BA12 9JU. The anticipated telephone number is Warminster (09852) 5555 and the anticipated telcx number 449455.

Reciprocity for new Irish course?

The Council of the Pharmaceutical Society of Great Britain has agreed to consider favourably an agreement for the reciprocal recognition of pharmaceutical qualifications between Great Britain and the Republic of Ireland, limited in the case of Ireland to those graduates who would qualify under the new four year degree course at Trinity College. A "letter of intent" to that effect is to be sent to the registrar of the Pharmaceutical Society of Ireland.

At this month's Council meeting, Mr D. Lewis, secretary and registrar, explained that it was expected that the first students would graduate under the new degree in June, 1980. They would then complete a

period of one year preregistration training, pass the licensing examination set by the Irish Society in pharmacy law, and so qualify for statutory registration in the summer of 1981. Although by 1981 it was probable that there would be free movement of pharmacists throughout the European Economic Community, it was a matter of principle so far as Trinity College was concerned that their graduates in pharmacy should have the right of movement to Great Britain and Northern Ireland as had their graduates in medicine and dentistry. The Council decided it was important to support the Irish Society in its development of pharmaceutical education.

BBC programme 'unfair'— ABPI complaint upheld

The BBC Complaints Commission has upheld an Association of the British Pharmaceutical Industry's complaint that a television programme was unfair to it. To remedy the unfairness, the Commission has proposed that the BBC make another programme giving a balanced presentation of the facts and the differing points of view so that the public may be able to form their own judgment.

The programme about which the ABPI lodged a formal complaint was an item in the Nationwide "consumer unit" series which, on January 14, 1975, dealt with the prescribing of drugs in the NHS. Dealing with the purported equivalence of drugs, three pairs of branded and unbranded drugs were referred to, each pair being described as "identical", it was also said that doctors are persuaded to prescribe the more expensive branded drugs by a constant stream of advertising; that substantial savings could be made in the cost of the NHS by more economical prescribing—£25m a year being mentioned; that a cut of two-thirds in promotional expenditure by drug companies could save another £20m in the cost of the NHS; and that the total saving could be enormously increased if drug prices were "brought under control". At the end of the programme an industry spokesman was quoted briefly.

In its adjudication, the Commission felt that the subject is one of general public interest, which justified a programme dealing with such topics. However that programme had contained a number of features which the Commission viewed as unfair to the industry. These features were:

□ The statement about the three pairs of drugs—that each pair was "identical"—was not strictly true; the BBC now conceded that.

□ The hypothetical calculations designed to show that £45m could be saved by the NHS gave no indication as to whether or not the assumptions on which they were based could be justified: "We believe that some viewers, regarding the BBC as a responsible source of information, would have treated the calculations as establishing that savings of this order could be made. In fact they did nothing of the kind."

No VPRS mention

□ The statement that "that saving could be enormously increased if drug prices were brought under control" the Commission considered "unfortunate" when used without reference to the Voluntary Price Regulation Scheme; the omission was repaired in a subsequent broadcast on May 6, 1975.

The Commission also feels the ABPI was unfairly treated in that they were not contacted until the day before the issue of the programme; they were told that the

BBC would not permit a representative to appear; and, of the points which the Association made in conversation with the BBC prior to the broadcast, "some were given a cursory reference in the programme and others were not mentioned at all."

The Commission does not feel that later offers from the BBC for further programmes to be made about the pharmaceutical industry—in which the ABPI would be invited to participate—would dispose of the unfairness complaint, but does think that such a programme might well give the industry, as represented by the ABPI, the proper remedy for their complaint—"We also suggest that a further programme . . . is required in order to maintain impartiality in a matter of public controversy . . . In dealing with issues of this kind, we believe it to be a valuable function of the BBC to give the public not only a fair and telling presentation of the facts, but also a fair expression of differing points of view (which in this case may well include others besides the ABPI's eg the view of the medical profession) so that the public may be able to form their own judgment on the issues raised."

First annual meeting for Conservative Association

The Conservative Medical Society—formed eight months ago and open to members from all health professions—is to hold its first annual meeting on March 27 at 2.30 pm in the Central Hall, Westminster.

Prescribing studies to lead to optimal drug use?

A World Health Organisation symposium has recommended there should be systematic follow-up studies of new drugs' utilisation after they have been marketed, to discover their optimal use.

A preliminary report of the meeting—the Fourth European Symposium on Clinical Pharmacological Evaluation in Drug Control, held in Deidesheim last November—states it has become increasingly obvious that there are large differences in the prescribing patterns of various countries. Little was known of the cause of the variations or the clinical consequences of different prescribing patterns.

Recommending the follow-up studies, the symposium felt better facilities and methods for surveillance were needed, which would involve co-operation between drug control agencies, health services and manufacturers at both national and international levels. The studies, based on prescription data, should attempt to correlate drug utilisation and the effects on disease and health, and the results employed in assessing the effects of national drug

The Society, which has an office at 90 Ebury Street, London SW1, claims a membership approaching 1,000—including a number of pharmacists. The administrative secretary, Mrs Kay Wood, told *C&D* this week that the Society's structure is seen as a two tier structure with local branches, which will be multidisciplinary, and specific working groups on different aspects formed as and when required; to make allowance for that, membership details held in the office are divided into districts and occupations.

Branches are being set up in Cambridge, Berkshire, Gloucester, Suffolk, Nottingham, Manchester, Chester, Ipswich and St Albans and meetings are planned in Bedford, Axminster, Croydon, Twickenham, Devizes, Worcester, Guildford, Stratford, Birmingham and Edinburgh. Following the annual meeting, at which officers and the Executive Committee for the coming year will be elected, an open meeting will be held and be addressed by the Rt Hon Patrick Jenkin MP, Shadow Secretary of State for Social Services.

□ Another new national association for the self employed has been formed. The Independent Small Businessman and Retail Traders Association, Independent House, 56 Westow Hill, London SE19, aims to carry out two specific functions: the provision of cost saving services and facilities—such as a comprehensive accounting service—and the projection of a corporate vote for its members. The target membership is 5,000 in the first three months with 25,000 by the end of the year.

Only six new pharmacies in February

A net total of 28 pharmacies were lost to the Pharmaceutical Society's Register last month. Of the 34 premises which closed down, five were in London, 24 in the rest of England, four in Scotland and one in Wales. The only new registrations were six in England. At the end of the month the total on the Register stood at 11,120.

authorities' measures for product control.

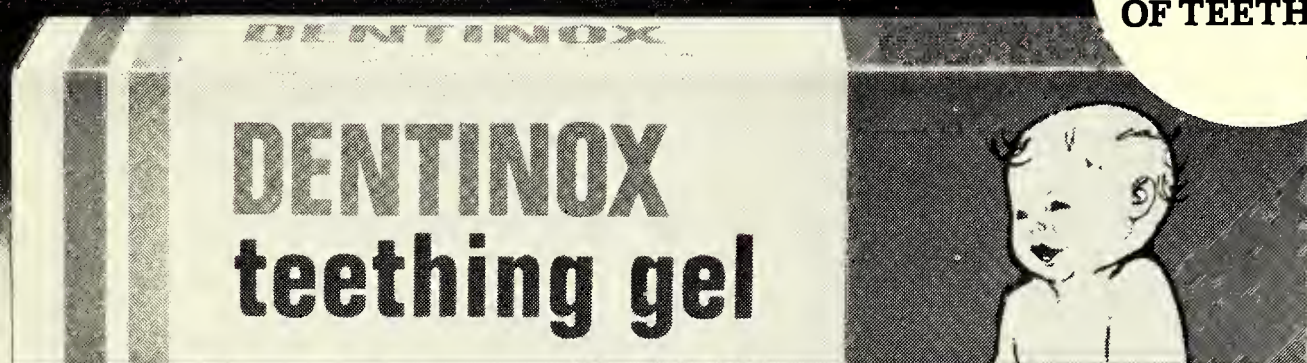
Scientific drug utilisation studies, the meeting felt, would also help to define excessive prescribing and consumption of drugs as well as under-prescribing, knowledge of which is necessary to improve drug use. Statistics on drug sales may be of value for the work of control authorities, in particular for comparing drug use over long periods and for assessing benefit/risk ratios for adverse reactions; however drug statistics could be made more useful by defining daily dose for individual drugs and establishing an international nomenclature for their therapeutic grouping.

Other recommendations include:

□ Certain drugs, such as those designed for rare diseases, antidotes, and those with high risk/benefits ratios, should receive special consideration from authorities.

□ Means should be sought to improve active co-operation between the health professions and drug control agencies.

□ Herbal and other traditional remedies should not be offered or promoted for diseases not suited for self medication.



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We're running ads in all the leading Mother and Baby magazines this year. So we'll reach just about every mum in the country with a teething baby.

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People



Mr Arthur Cannon, FPS, who retires this month as joint secretary of the Cornwall Area Chemists Contractors Committee, celebrated his 86th birthday on Monday. Qualifying in 1912, he was elected to the Cornwall Pharmaceutical Committee—later the ACCC—in 1916 and has remained a member ever since, becoming secretary in 1945. That same year he was appointed to the Cornwall Insurance Committee and was a pharmacist member of the Cornwall Executive Council throughout its life, and later of the Family Practitioner Committee, being chairman of its finance subcommittee for most of the time. Mr Cannon was also chairman of the re-formed Cornwall Branch of the Pharmaceutical Society in 1946, and he helped in the formation of the local National Pharmaceutical Union branch in about 1950.

Also a qualified optician, Mr Cannon ran his own business from 1914 until he retired in 1952. Among his hobbies are photography, gardening and bellringing. He was president of the Truro St Johns Ambulance Brigade for nearly 16 years, and was admitted to the Order of St John in 1958.

Mr W. R. Nicholas, FPS, who, for a number of years, has shared the ACCC secretaryship with Mr Cannon, is also resigning at the end of the month and a luncheon is being planned for them both.

Mr V. C. Hender, managing director, United Glass Ltd, has been appointed president of the *Comité Permanent des Industries du Verre* for 1976. The *Comité* is responsible for expressing the views of all European glass makers to the EEC Commission. Mr Hender was president of the UK Glass Manufacturers Federation in 1974 and is the first UK citizen to be elected president of the *Comité*.

Deaths

Collins: On March 6, Eileen Mary Collins, MPS, 83 Tuddenham Road, Ipswich, Suffolk; she qualified in 1934.

Cruikshank: On March 3, Mr Charles Cruikshank, 122 Earbank Avenue, Scotstoun, Glasgow; he qualified in 1911.

Topical reflections

BY XRAYSER

Education

The illustrated article describing the new accommodation for students at the Bath School of Pharmacy and Pharmacology demonstrates how much conditions have changed since my generation attended a small private school in a building of very modest dimensions. The photographs reveal the splendidly equipped laboratories and the immense range of apparatus with which the student of today has to be acquainted. There are, I note, four levels on a south facing slope, and the building includes, in addition to the teaching laboratories, lecture theatres, staff offices, an administration complex, a staff/student "servery" and common room, and seminar rooms; fortunate are the students who are able to acquire their knowledge in such ideal surroundings.

The dispensary benches are very attractive and spacious, though from the number of balances to be seen and the long stretches of counter, the photograph must have been taken during an influenza epidemic. And yet, there was something in the school of my youth, which had an array of beautiful shop rounds. But the life of the student of today is very different, and the breadth of his knowledge extends far beyond the bounds we knew.

I read that there is a central quadrangle garden area where students and staff can relax on seats given to the school by the Bristol Branch of the Pharmaceutical Society. We, also, had a central quadrangular area, of about the same size as one of the staff rooms in Bath, and relaxation in that space consisted of a twenty-a-side game with a tennis ball. There were no seats.

Appropriate

At the March meeting of Council, the Practice Committee intimated that it had considered a report concerning an offer of discount parcels of Collis Browne's compound by a large wholesale organisation.

The Committee felt that, as the discount parcels contained only 10 packs, it was an insufficient number to affect the pharmacist's judgment as to whether to sell the product. They thought, therefore, that it would not be appropriate to take the matter up with the distributors. The argument seems strange, for two 10's are twenty and ten 10's are 100. It was left to Mr J. C. Bloomfield to point out that the offer conflicted with the Society's view that medicines about which there was evidence of misuse should not be promoted by the offer of bonus terms or additional discounts. In the circumstances, I am a little surprised that the Practice Committee saw nothing wrong with the project and I am pleased that Mr Bloomfield's view was accepted by the Council.

Still on your report of the Council meeting, my eye was caught by the heading "Redesigned forms", and I hoped that the difficulties of which I have complained had now been considered, but on reading the paragraph I discover that the only question at issue was whether the new form is acceptable because of a reference to the title "chemist" which is being retained on the back of the form.

Old arguments

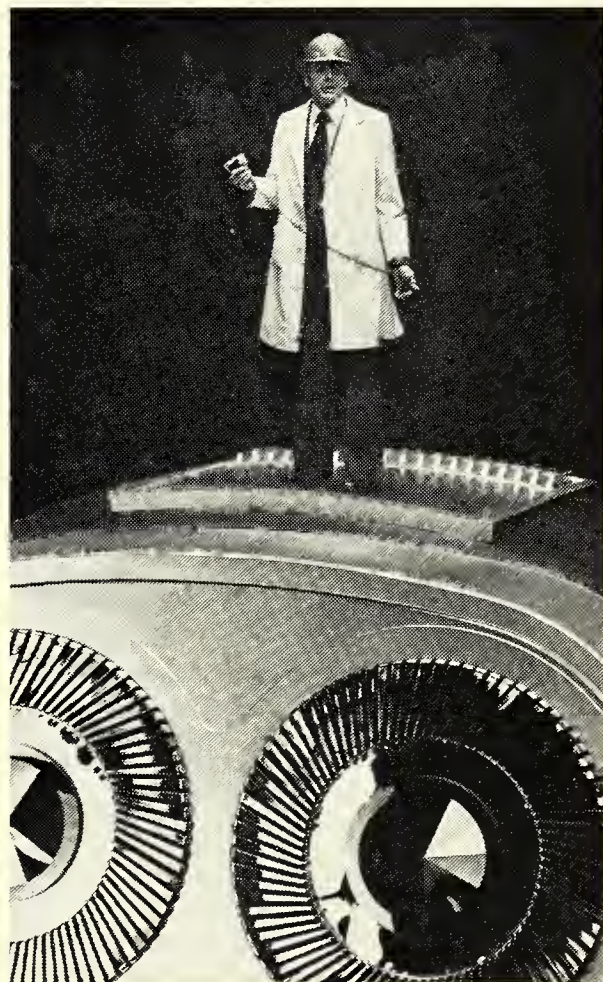
Speaking at the new Pharmaceutical Marketing Club's meeting, Mr S. M. Peretz said critics were still focusing on direct mailing "despite the fact that in real terms direct mailing by industry was reduced by almost 50 per cent between the years 1969 and 1974, and with the latest postal charges has gone down to less than one third of what it was at the time of the Sainsbury Report". Passing over what "in real terms" is intended to convey, it looks as though future promotional practices may be in the hands of the Post Office.

PHILIPS REPORT

PHILIPS



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Cosmetics and toiletries

Musk and regular

Amplex Musk, a roll-on deodorant, is available nationally from Ashe Laboratories Ltd. Packaging follows the new Amplex roll-on style but printed in bright mauve against a white background.

Pack contains 45g (£0.30). Special discount offers are available for both Amplex Musk and Amplex regular. Shelf "barkers" and other point-of-sale material are offered (Ashe Laboratories Ltd, Kingston Road, Leatherhead, Surrey).

Double protection deodorant

The launch by Gillette Industries Ltd of the Right Guard range addition—"Double Protection"—is a deodorant product innovation offering to the consumer personal freshness and a new benefit, freedom from clothes staining.

The new product claim for "Double Protection", exclusive to Gillette, is based on the use of volatile silicone as the suspending agent, instead of the usual fatty emollient.

As the silicone is volatile it leaves the underarm in an initially drier state. Thus the risk of clothes staining is reduced.

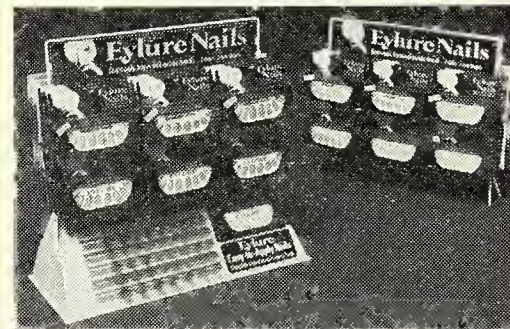
A second generation product, Double Protection is an addition to the successful Right Guard range of family deodorants and is being issued in two sizes 190g and 130g and in a new pack design, a distinctive can with a black cap.

Double Protection television advertising will be launched in June as part of Gillette's £300,000 Right Guard advertising campaign this year (Gillette Industries Ltd, Great West Road, Isleworth, Middlesex).

Wild Factor fragrances for men

Wild Briar and Wild Ginger are two new Max Factor fragrances for men to be available in aftershave, 135cc (£1.00), pre electric shave 135cc (£1.00), Cologne 135cc (£1.10) and body talc (£0.70). To coincide with the launch of the new fragrances the existing Factor men's range has also been repackaged. To ensure easy consumer identification of each fragrance range, the caps labels and cartons are colour coded as follows: Original Fresh Spice, prussian blue; Fresh Amber, deep sage green; Wild Briar, burgundy; Wild Ginger, ochre. Body talc in all four fragrances is presented uncartoned in a metal container upon which two tones of the key fragrance colour are used to simulate the texturing of the cartons of the rest of the range.

As a special introductory offer in all four fragrances Cologne (£0.65) and after shave (£0.60) will be available for a limited period in uncartoned 75cc travel size bottles (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).



Unisex nails

New Naturaline nails (£1.10 per set) come in standard, medium and slender shapes. They have a matt finish that Eylure claim "make them especially flattering when varnished, true to nature when worn as they are and extremely natural for men!" They say they have received hundreds of requests for help from male nail biters and the new Naturaline standard and medium designs are wider and squarer than the usual shapes. An easy-to-select-style unit is being offered to retailers (Eylure Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Monmouthshire).

Babycare

ICML teats and feeding bottles

Teats and feeding bottles have been added to ICML's Nusoft baby range. The polycarbonate feeding bottle comes complete with moulded latex teat, screw cap disc and dormal cap; is graduated in mls and fl ozs (250ml, 9 oz); is practically unbreakable, and is fully heat resistant to 120°C.

The Nusoft teats are of standard size and of moulded latex and will fit competitors' bottles. They are available in 3 hole sizes—slow, medium and fast flow rates. Each Nusoft feeding bottle (£0.35) is packaged in a card sleeve, in keeping with the current baby range nursery rhyme designs, and shrink wrapped member packs, each containing ten bottles, will be available.

The Nusoft teats are packaged three to a printed carton (£0.25) again using the nursery rhyme theme. Twenty 3-teat cartons are shrink wrapped into a member pack (ICML, Mallinson House, 321 Chase Road, Southgate, London N14 6JN).

Surgical

Multi-laminate ostomy appliance

Downs Surgical have introduced a new Redifit stoma set. The appliance was developed after research involving over 2,000 ostomists and is said to meet the needs of the majority. The Redifit set comprises a

bag of white, multi-laminate, odour-proof material with an improved karaya ring and hypoallergenic adhesive plaster. A belt ring which can rotate is also fitted, and fully-adjustable belts in three sizes, bag covers, etc, are also available.

Redifit is packed in boxes of 20 complete with closure clips and stoma measuring guide. The bags, which may be supplied on FP10, are of British manufacture and will be competitively priced, say the makers (Downs Surgical Ltd, Church Path, Mitcham, Surrey CR4 3UE).

Collagen skin dressing

A new biological dressing for the treatment of skin defect, varicose ulcers and similar conditions has been developed by the Ethnor division of Ethicon Ltd.

Corethium 2 (dermis)—lyophilised porcine skin—consists of a layer of porcine dermal collagen split just below the epidermis to a thickness of 0.3mm and freeze dried. Available in four sizes, the dressing is packaged sterile, in a transparent double overwrap presentation and it is claimed it can be reconstituted in five minutes compared to the conventional xenograft, which requires reconstitution times of 20 minutes or so.

The company says extensive clinical trials have demonstrated that the material provides the best environment for the encouragement of re-epithelialisation in cases of tissue loss with a history of long term unsuccessful conventional therapy; it also reduces treatment time even in difficult chronic cases. However, it is stressed that the product is a temporary dressing which does not cure the basic underlying pathology (Ethicon Ltd, PO Box 408, Bankhead Avenue, Edinburgh E11 4HE).

Sundries

Gingham holdalls and purses

Beverly is the latest addition to Jacquelle's nylon holdalls (£1.35 to £1.65) and cosmetic purses (£0.69 to £0.85). The range has a gingham design, with floral motifs, in brown, pink and blue with white waterproof linings (Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).

new Redifit is medically recommended

— It's the ideal ostomy appliance

It's ideal for you — because as new Redifit has been scientifically designed to the most exacting medical standards, you'll find doctors and patients make it their first choice. New Redifit comes in 6 sizes, attractively packaged in boxes of 20. And it's backed by a strong advertising campaign aimed both at the medical profession and ostomists. So you can stock new Redifit with confidence.

It's ideal for doctors — because new Redifit's emphasis on comfort helps the ostomist to live a full life again. And it does this with four important features:

Odourproof

An all-opaque, multilaminate plastic material ensures complete confidence for the normal life of the bag.

Easy application

The clip is just fastened to the outlet, then the Karaya's protective covering and plaster backing paper removed before applying to the prepared stoma area.

Belt ring

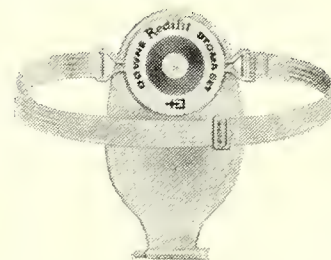
This is a new pattern, unique to Redifit. It is not fastened directly to the bag but is detachable, being held by the flange behind which it can rotate. Therefore even after the bag is fixed in position, the angle of the belt can be adjusted to give the most comfortable position.

Karaya

A superior gum washer giving maximum efficiency over a longer period because of its high resistance to 'breakdown' from body heat. It is less affected by extremes of temperature and humidity.

Competitive cost

New Redifit — made by Downs Surgical Ltd. for the special needs of special people.



Downs Surgical Limited

CHURCH PATH MITCHAM SURREY CR4 3UE ENGLAND
TELEPHONE 01-640 3422 & 648 6291 TELEGRAMS DOWN MITCHAM TELEX 927 045



To: Downs Surgical Ltd., Church Path, Mitcham, Surrey.
Please send me full details of new Redifit.

Name _____

Address _____

Trade News

Enterosan to be relaunched

Enterosan is being relaunched in April with a new formula which includes light colloidal kaolin BP 700mg, morphine hydrochloride BP 0.275mg and belladonna tincture BP 0.06ml. Di-iodohydroxyquinoline is no longer included. The foil-wrapped, chewable, mint-flavoured tablets are available in a travel pack of 16 (£0.26) and economy pack of 48 (£0.75) from the distributors, A. J. Box & Drivers Ltd, 32 Powerscroft Road, Footscray, Sidcup, Kent DA14 5EG. Advertising will be appearing in national newspapers in the pre-Easter holiday period.

Ativan tablets in blister packs

Blister packs of Ativan tablets will be introduced towards the end of March, state Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks.

Each blister pack will contain 20 tablets and the outer packs for both strengths will contain 100 (1mg £1.45 trade, 2.5mg £2.25) and 500 (1mg £5.60, 2.5mg £8.75), replacing existing packs of 105 and 525. Stocks of the new packs will be issued as supplies of the current foil packs are used up, and the company says prescriptions should be endorsed to indicate which pack was used to ensure correct NHS reimbursement during the changeover period.

New Actifed and Parahypon packs

Wellcome Medical Division, Temple Hill, Dartford, Kent, have introduced new packs for two of their products as follows: Actifed syrup is now available in 100ml containers (£0.49½) and Parahypon tablets in blister packs of 12 (£0.29).

One-cal goes national

A national television campaign for Energen One-cal starts on May 17 and runs to mid-July. Advertising support in consumer media will concentrate on slimming publications and younger women's magazines, and money-off coupons will be distributed in shopping centres. Energen One-cal, which goes national this month, contains one calorie per 11½ fl oz can (about £0.10) and comes in cola, lemonade, orangeade, lime and lemonade and bitter lemon flavours, in either shrinkwrap or cardboard outers. An introductory trade bonus is available from RHM Foods Ltd, 10 Victoria Road, London NW10 6NU.

Sucron repackaged

Sucron, the slimmer's sugar, gets a bright new image this spring with a brand new pack. Royal blue print on a pale yellow background enhances the illustration of a happy, healthy father carrying his daughter on his back. The pack carries the message that Sucron is for slimmers and contains only a quarter of the calories ordinary sugar does.

The family size of Sucron granulated will



be the first to be repackaged. The 6oz and 12oz will follow shortly say Accepted Foods Ltd, Kingston Road, Leatherhead, Surrey.

Full page colour advertisements will put the new Sucron story in front of 70 per cent of women in the 35+ group. They will have the opportunity to see the advert at least 6.4 times. National women's magazines on the advertising schedule include *Woman*, *Woman's Realm*, *Woman & Home*, *My Weekly*, *People's Friend* and *Slimming and Nutrition*.

Concentrated promotion from Delial

Bayer are mounting a £150,000 promotion for Delial, the pharmacy only range of suntan products, concentrated in the peak sales period May to August. The main weight of the campaign is in the mass market women's magazines, notably *Woman's Own*, together with *Family Circle*, *Living*, *Over 21*, *19*, *Vogue*, *Cosmopolitan*, *Good Housekeeping*, *She* and *Reader's Digest*.

Bayer UK pharmaceutical division, Haywards Heath, West Sussex RH16 1TP, aim to achieve the same success the range enjoys on the continent where it is said to be brand leader in Holland and Belgium and in the top three in Austria, Germany, Spain and Italy. They are optimistic that, in spite of the poor economic climate, the suntan market will continue to grow—some £6½m is predicted for 1976—as holidays appear to be one of the last luxuries to be sacrificed in "hard times".

Screening agents used are Novantisol and Witisol and each product has a sun protection factor as a guide to how long a person may stay in the sun using it, ranging from sun oil with a sun protection factor of 2 to the ski cream with a factor of 6 which counteracts the problems of sunlight reflection from snow.

A counter display unit which holds 42 items is available, together with a smaller unit which holds the pharmacist's own selection of a few packs.

A Givenchy miniature

For the first time ever, Givenchy are offering, for a limited period only, one of their highly successful after shave lotions in a special 1oz aerosol pack (£1.60).

The after shave lotion comes from their

SH:TA116

LONG-ACTING

Histryl

'SPANSULE' CAPSULES

day and night protection from hay fever symptoms

In a unique sustained-release 'Spansule' Capsule for long action.

Side effects are infrequent and minor.

one night and morning

When asked to recommend a preparation for relief of hay fever...
RECOMMEND HISTRYL—WITH CONFIDENCE

Monsieur de Givenchy range—presented in an eye-catching gold “G” and navy blue flashed pack.

The Monsieur de Givenchy after shave lotion is said to have less “sting” than other shave lotions. These special offer packs are supplied to stockists in counter display stands of 24 packs.

Change of packs and address

Natusan, the Scandinavian baby product range by Danish company, Alfred Benzon of Copenhagen—has undergone a pack redesign. The product packs, cream, lotion, shampoo and soap all carry a “baby motif” relating to the use of the product. Designed in Denmark the aim is to retain the ethical image of the range whilst adding a modern and pleasant consumer appeal.

The UK registered office of Alfred Benzon has moved to 65 Highbridge Road,



Wylde Green, Sutton Coldfield, West Midlands B73 5QE (telephone 021-354 1695). All goods will still be despatched from their own warehouse in Manchester as hitherto and the company's service to customers will be unchanged.

Scholl television campaigns

Television advertising to back the Scholl footsprays range broke this week with a one month campaign in the Wales, West and Westward areas. Scholl (UK) Ltd, 182 St John Street, London EC1, also plan a national campaign during the peak consumer off-take months May to August; it is aimed to reach nine out of ten consumers and is to be supported at point of sale by dumper display bins containing 48 cans.

Vaseline's 'million dollar hits'

To promote Vaseline Balanced Care shampoo and hairspray preparations, Chesebrough-Pond's Ltd, Victoria Road, London NW10 6NA, have the “Million dollar hits” disc. A record combining the “original tracks” of many famous stars issued in a special album and offered to customers for £1.25 plus p&p.

The campaign includes money off coupons in *Shopping Magazine*. Customers receiving the album will also get a special coupon worth 15p.

Numark April promotions

Numark promotions for the period April 5-17 include Johnsons cotton buds, Johnsons baby shampoo, Matey bubble bath, Babettes disposable nappies, nappy pants and nappy liners, Heinz baby foods cans. Details from Independent Chemists Marketing Ltd, Mallinson House, 321 Chase Road, London N14 6JN.



Winthrop Pharmaceuticals, Sterling-Winthrop House, Surbiton-upon-Thames, Surrey KT6 4PH, have introduced this new counter display unit for their range of analgesics. The bottom shelf, which has a transparent face, has been designed to incorporate the Part I medicines, Solpadeine and Panadeine Co

Campaign for Bonus Money

A new heavy campaign for the Bonus Money scheme—including television advertising—has been launched in the test market area of Yorkshire.

The scheme, which was set up early last year (*C&D*, December 21-28, 1974, p836), involves the consumer collecting points from packs of certain products and redeeming them for cash—£1.05 for each 1,500 points sent in. Manufacturers redeem the vouchers returned from their products and after £0.30 in the £1 is deducted for running expenses, the customer receives £0.70 back. The scheme's organisers—Bonus Money, 100 Wigmore Street, London W1—stress that the scheme is “inflation proof” as one bonus point is fixed to every 2p purchase price; as the price goes up, so does the number of points. All retailers are asked to do is to stock the special packs. Manufacturers involved include Kimberly-Clarke, Lever Brothers, Lilia-White, and Pedigree Petfoods.

The scheme has been on test market since January 1975, and a decision about whether to go national is due to be taken in the autumn. The latest promotion involves a nine-week television campaign which demonstrates how easy it is to collect the points in the weekly shopping; a “cash reward” leaflet drop into nearly 1.5m Yorkshire homes offering about £3m to savers; and a co-ordinated promotional programme with the Yorkshire retail chains Jacksons and Grandways, where shoppers at the stores will be offered extra points, and for the first time, the points will also be available on own brand goods.

The organisers, who profess to be willing to run similar joint promotions with the trade, including the small independent, say that in Hull some 21 per cent of householders are collecting the tokens.

SH:TA136

Histryl

'SPANSULE' CAPSULES

offer a good deal
for your customers
and for you!

Low outlay

Special introductory offer (while stocks last)
24 cartons charged as only 20
—ONLY £8.00 (excluding VAT) per outer of 24

High profit

Retail Price—65p per carton (including VAT)
Profit per outer—£6.40
i.e. over 26½p per pack
(44% on selling price)



Available through
your local wholesaler,
or contact your SK&F
representative for
further details.

'Histryl' (diphenylpyraline hydrochloride)
and 'Spanule' are trade marks.



SK Smith Kline & French Laboratories Limited
Welwyn Garden City, Hertfordshire AL7 1EY

Trade News

Continued from p413

Snap-on closure for toiletries

A new closure, designed for use with only one hand, is being marketed by Johnsen & Jorgensen (Plastics) Ltd, Grinstead Road, London SE8 5AB. The closure—Jaysnap—comes as a single piece, made from polypropylene, and closes with a "snap-on" action. Johnsen & Jorgensen, who are expecting a 20 per cent increase in output this year, hold the sole UK production rights for the closure under licence from Zeller Plastik, West Germany; they are aiming Jaysnap initially at the toiletry market, with food and household products as further targets.

The group has also formed a new company—Johnsen & Jorgensen (Propack) Ltd, based at Charlton, London, with chairman Mr Robert Johnsen and managing director Mr Bill Harding. The firm will initially undertake repacking of any sort, manual assembly work, labelling and silk screen printing of plastic containers; short-term warehousing facilities are available for customers who wish to lodge bulk quantity containers for re-packing and processing.



Bonus offers

Allen & Hanburys Ltd, Bethnal Green, London E2 6LA. Acriflex direct orders from chemists only, 40 tubes at 9/10ths of the trade price; 80 tubes at 8.5/10ths of the trade price.

Polaroid girls help C&D competitors

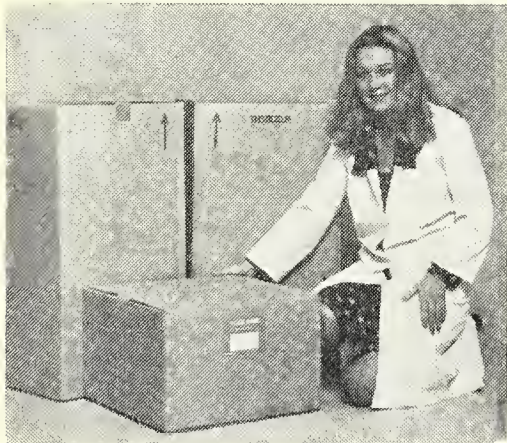
Starting this week, some 50 young and attractive Polaroid sunglass merchandising girls will be calling at chemists throughout the country to tell them about the company's new products and promotions, and to remind them that there is still time to enter the Polaroid competition for *Chemist & Druggist* readers.

The competition involves erecting the Polaroid sunglass floor display unit as quickly as possible. The time set by the company is 3 minutes 15 seconds and entries have been received as low as 3 minutes 4 seconds. The five finalists will compete for the first prize of a Polaroid SX-70 camera outfit, during a one night stay in London. Entry forms will be carried by the merchandising girls or can be obtained from Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR.

The girls will also be carrying display posters, window banners, door decals and

free standing counter display cards which will be offered to all stockists of Polaroid sunglasses by using at least one of these display pieces to illustrate the theme "Nobody knows the sun better than Polaroid". There is a chance for stockists to win a Philips colour TV and video cassette recorder, worth over £1,000, or one of 20 runner-up prizes of Super Colour Swinger II outfits.

Chemists will also be told about the new Graduals collection of sunglasses which feature for the first time a combination of the famous Polaroid seven-layer glare eliminating lenses and a graduated tint. A special introductory offer gives the retailer the opportunity to buy the pack of 12 Graduals for the price of ten and receive a free display column at the same time. The Polaroid merchandising girls hope to have completed their programme of visits by the middle of May.



From start (above) to finish in 3 minutes 15 seconds—that was the time recorded by Polaroid in assembling their 100-unit pre-packed sunglass display stand (*C&D*, January 17, p73)



Prescription Specialities

XYLOCARD 10 per cent IM injection

Manufacturer Astra Chemicals Ltd, PO Box 117, King George's Avenue, Watford, Herts

Description Sterile 3ml pre-filled plastic syringe containing 300mg anhydrous lignocaine hydrochloride

Indications, contraindications, side effects As Xylocard 2 per cent intravenous bolus injection

Dosage 200 to 300mg by intramuscular injection. If there is no transient effect and no conduction disturbance the injection can be repeated. The intramuscular injection should usually be followed by a continuous intravascular infusion. Not for administration to children

Storage In a cool place

Packs Box of 5 ampoules (£2.77 trade)

Supply restrictions Recommended on prescription only

Issued March 1976

Trenimon and Iversal to go

Trenimon is to be discontinued when stocks run out in the next six to eight weeks. Iversal throat lozenges will be discontinued on March 31 or when stocks are exhausted. Bayer UK Ltd, pharmaceutical division, Haywards Heath, West Sussex RH16 1TP, say that all stocks should be sold and not returned for credit.

Mucodyne syrup temporary pack

Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey GU4 8HE say that due to the unprecedented demand, Mucodyne syrup will be in a temporary pack for a period of approximately four weeks from March 22. The temporary pack will be a plain PVC bottle carrying a gummed label; there will be no carton.

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island

Alberto Balsam conditioner: All except U, B, E

Alberto Balsam shampoo: All except U, B, E

Anadin: All except E

Baby Ribena: Lc

Dencien: M, Lc, Y, NE

Cream Silk: All except U, E

Elbeo: M, Y, Sc, NE, U, We

J-Cloths: Ln, So, A

Johnsons baby powder: All except E

Lion ointment: Lc

Liquid Gumption: M, Sc, WW, We

Maybelline lipsticks: All except G, E, CI

Miners make up: Ln, Lc, Y, NE

Nulon: All except E

Poise: All except Ln, Y, NE, E

Signal: All except U, E

Scholl foot sprays: WW, We

CHESEBROUGH-POND'S BIG NEW PROMOTION.

ARETHA FRANKLIN, BARRY WHITE, JOHNNY MATHIS, BILLY PAUL, TONY BENNETT, AND SEVEN MORE BIG NAMES ARE ALL IN IT.

The 'Million Dollar Hits' disc is a fantastic promotion from Chesebrough-Pond's for you and your customers when they buy Vaseline® Balanced Care shampoo and hairspray.

All the famous names are there, with their original tracks, in an album specially put together for Chesebrough-Pond's, for only £1.25 plus p&p. on the special packs.



Heavily supported by advertising in Shopping Magazine, 10 million housewives will see a full page advertisement at the end of April, which gives them a 3p off coupon.

And with the record itself comes a special coupon worth 15p.

Chemists get full display support for this popular promotion AS WELL AS a generous cash discount.

Everything is working for you: twelve top artists plus all the extra support we've planned.

Is this a record? Yes.
It will be, for you.



Vaseline is a registered trade mark of Chesebrough-Pond's Ltd.

The Medicines Act and retail pharmacy: Commission's proposals

A ban on self-service sales of aspirin, aloxiprin and paracetamol in all shops—including pharmacies—but the continuance of slot machines sales of aspirin, are proposed by the Medicines Commission in consultative documents on the implementation of Part III of the Medicines Act.

The documents, published last week, set out the Commission's amended proposals for the general sale and prescription only medicines lists and include a list of restricted herbal remedies. The documents also include a series of orders in draft form, which are proposed to come into effect together on September 1, and comments are invited on the documents by May 31.

General sale recommendations

The Commission considers its recommendation on self-service and self-selection of medicines to be by far the most important variation to its previous proposals on the general sale list for human medicines. The document notes the Pharmaceutical Society's stress on the importance of any measures which would help the public draw a proper distinction between the purchase of medicines and of ordinary commodities.

However, during discussion, the Society's representatives acknowledged that, from the customers' point of view, there appeared to be very little difference between purchasing medicines by self-service in a general store and by self-selection in a pharmacy where similar types of medicines were displayed for the customers' own selection alongside toiletries; the document adds: "The delegation also agreed that displays of such medicines for self-selection were now prevalent in a large number of pharmacies." Later, the Society's Council said it would support an overall prohibition on the display techniques which gave members of the public direct access to medicines, and that that would remove any enforcement problems foreseen in the light of the previous report which was published in 1973.

Prominent pharmacy displays

The document records that the Proprietary Association of Great Britain's representatives sought to demonstrate, with large-scale photographs, that there was no substantial difference in the way medicines were displayed for self service in pharmacies and non-pharmacy outlets; members of the Commission's Committee later reported seeing packs of paracetamol tablets prominently displayed in self-selection trays in pharmacies, and in other shops home remedies appeared to be used to attract custom. PAGB delegates told the Committee that in self-service stores medicines are positioned carefully and away from check points to discourage impulse buying.

However, in reaching their decision to ban self-service sales of products containing the three analgesics, the Commission rejected the Association's argument that such tablets on open shelves at eye-level height do not present a hazard to children:

"Trolley-prams, widely available in self-service shops, may bring goods, even at eye-level, within the reach of young children". The Commission also felt it would be difficult to endorse that type of sales method in the light of the Commission's own report on Presentation of Medicines in relation to Child Safety which recommended unit packaging as soon as possible because such products were hazardous to children. They also rejected the PAGB's view that medicines are never used to attract custom, although they do accept the Association does all it can to influence its own members away from such practices.

The document notes the Commission's "considerable sympathy" with the Society's argument that the public could not be expected to treat medicines with respect as long as they were freely displayed for self-service alongside other commodities from which the customer can help himself: "They hope that the segregation of analgesics from other home remedies will, by example, help to educate the public to treat analgesics in their homes with due care".

The Commission did not feel able to assess the validity of the PAGB's argument that if rigorous conditions were applied to home remedies the ordinary shopkeeper would cease to stock "what were often commercially unrewarding items of sale".

Staffed kiosks

They noted that the sales of cigarettes, wines and spirits in self-service stores was usually from staffed counters or kiosks and considered it should be possible to have a similar arrangement for analgesic products with relatively little trouble. "Nevertheless, if the unit packaging of analgesics were to be introduced on a wide scale it would be reasonable at some future date to review the restrictions proposed on self-service of these medicines". In the Commission's view, other products listed for general sale are reasonably safe for the public to buy by self-selection.

Deciding to recommend that sales of analgesics from vending machines be allowed to continue for the present, the Commission noted that aspirin is the only substance recommended to be sold that

way and that the only product at present so sold has a pack size of only five tablets. The Society argued that modern machines could deliver packs of quite large dimensions and suggested that manufacturers might well be encouraged to consider increasing the quantity per pack on the grounds that no objection had been advanced in the previous report to larger packs being sold in such machines. Accepting that the pattern of machine sales might alter radically, the Commission now recommended that the automatic machines section of the list should be a list of products rather than of substances, and should in each case include in the description the maximum pack size.

The Society's delegation told the Committee that there were 116 brands of analgesics currently on the market based on aspirin and argued that the customer might dose himself with several varieties at once for a number of different symptoms, not realising that each brand was basically aspirin. The Commission decided in view of that that the original recommendations regarding the declaration of aspirin as an ingredient should be sharpened and that in the case of products with a brand name not making the presence of aspirin, aloxiprin or paracetamol clear, an appropriate statement in an oblong box should be required. Such statements suggested are: "Contains aspirin", "This product contains a derivative of aspirin" (for aloxiprin), and "Contains paracetamol. Do not exceed the stated dose."

Pack size restriction criticised

The PAGB had strongly criticised the proposed pack size restriction of the products containing any of three substances to 25 tablets when sold outside of a pharmacy. They argued that a larger pack size was necessary because of a self-evident need for the house bound; some illnesses, such as rheumatism or influenza, require several days treatment; and that influenza can incapacitate a whole family in winter when to go out to buy additional supplies would be medically undesirable.

The Association also submitted that the general store or corner shop is more easily accessible because there are more of them and because they are often open at times which co-incide more closely than do pharmacy opening hours with the public's need—in many rural areas the public may have to travel a long way to reach a pharmacy; limitation of pack size will not lead to small purchases—two or three small packs would be bought which would be more likely to be left lying around than one large pack which would probably be kept in a cupboard; supervision of the 21 million packs over 25 tablets sold each

Continued on p420



GOOD AS GOLD, THAT'S CUTEX IN 1976

Why?

Because it looks like we'll be the biggest spending nation in TV and press this year.

Because this spring, we're introducing six new shades that have captured the mood of today's fashion-conscious girls:

THE MOODMATCHERS BY CUTEX

All Wine and Roses

Being Natural

Bottled Up Green

Good as Gold

In the Pink

Flaming Mad

Because our spring advertising campaign will feature all six shades in dramatic TV commercials, plus whole page ads. in colour.

Because we provide you with eye-catching, versatile point of sale displays – one for every Cutex stockist.

So make the most of mood-matchers.

A promise from
Chesebrough-Pond's



10% off^{*}
Carnation
Corn Caps.

6 OR MORE UNITS

^{*} U.K. Retail Trade only.

Carnation: the hardy annual.

What's the one name in corn caps your customers know and trust?

Which brand do they ask for by name?

No prizes. Everyone knows the answers.

Carnation.

Crops up everywhere.

You may think that ours is the kind of product which can stand on its own two feet.

Maybe.

But a little publicity never did a product any harm. Which is why you'll see Carnation Corn Caps in Woman, Womans Own, Womans Weekly, Womans Realm, Family Circle, Jackie, True Stories/True Romances and True Magazine.

Get them in now.

You know what happens when summer comes and women get into their prettiest shoes?

That's right. They get corns.

So we think that now is about the time to get your Carnation Corn Caps in. (Better take some Carnation Corn Paint too).

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Medicines Act proposals

Continued from p416

year would be a formidable task for busy pharmacists who are unlikely to be able to influence purchases because of the sheer size of such sales; a limitation would make no difference to the suicide's determination to kill himself and research suggested continuous over-dosing is typically linked with other abuse of drugs or drink; and the saving on buying a 100 tablet pack of aspirin may be as much as 41.2 per cent or more against four 25 tablet packs.

Opposing that view the Society had originally represented that there should be a pack size limitation on all general sale list medicaments, not just analgesics. However when asked how much supervision of analgesics sales took place at present in pharmacies, the Society's representatives explained that pharmacists might not be supervising sales of aspirin at present because they could be bought without supervision at other shops; they argued that if sales of packs greater than 25 tablets were restricted to pharmacy sales, pharmacists would take steps to see that sales of the larger packs were properly supervised.

The Commission accepts that there is much to be said on both sides, but feels that the spirit and the letter of the Medicines Act would best be served by restricting the pack size of general sale products of aspirin, aloxiprin and paracetamol to 25 tablets and does not recommend any change to its previous report in that connection.

Beechams powders anomaly

The Commission had received representations that under its previous recommendations Beechams tablets would be allowed for general sale whereas the powders would be restricted to pharmacy sale. The Commission states it had never had any intention of discriminating in favour of one of the two forms and has therefore unanimously recommended an amendment to the sachet content maximum strength to adult sizes 800mg aloxiprin, 650mg aspirin and 1,000mg paracetamol (children's sizes 200mg, 180mg, and 240mg respectively) and to allow a maximum of 10 sachets a pack. The proposed maximum content of paracetamol per tablet for children has been reduced from 150mg to 120mg following representations that the latter is the appropriate dose. The Commission rejected a representation from the Society that if it were necessary to specify a maximum dose or strength for a substance it should be deleted from the general sale list.

The previous recommendation that eye drops should be excluded from the list has now been extended to exclude eye ointments as well. The previous report did not make it clear that other pharmaceutical forms not specifically listed—eg aqueous

and alcoholic extracts, spirits and syrups or liquid suspensions directly derived from general sale list items—were also to be covered, and so a new sub-paragraph and rewording of other paragraphs are proposed. "Excipients" and "external" are redefined in view of difficulties experienced by the Society and the PAGB in interpreting them; that results in changes in the substances listed in Appendix A and B.

Under the proposed Medicines (General Sale List) Order 1976 the list itself will be divided into five schedules as follows:

Schedule 1: Named products for administration to humans and in respect of which full product licences have been granted.

Schedule 2: Named veterinary drugs in respect of which full product licences have been granted.

Schedule 3: Products, for administration to humans, composed solely of listed substances and in respect of which product licences of right have been granted.

Schedule 4: Veterinary drugs composed solely of listed substances and in respect

of which product licences of right have been granted.

Schedule 5: The automatic machine section.

A sixth schedule lists the classes of human and veterinary products which shall not be sold on general sale.

As product licences of right are replaced by ordinary licences following review, the products will be included by name in Schedules 1 and 2. Provisions banning self-service display of preparations containing aspirin, aloxiprin or paracetamol and regulating the location of automatic machines are proposed in the draft Medicines (Sale and Supply) (Miscellaneous Provisions) Regulations; the latter also includes a provision requiring a person selling products on the general sale list to notify the Pharmaceutical Society which would be an enforcement body under the Act—all that would be required is that the Society shall be made aware of the person's intention to sell such products, and no prior permission would be required.

More pharmacy-sale items?

Some substances have been omitted from the first draft of the prescription-only list as a result of submissions by the Pharmaceutical Society. The Society had disagreed with the contention in the 1973 report that contraction of the range of 'pharmacy sale' substances was mitigated by the proposal that the pharmacist could sell or supply prescription-only products without a prescription in certain emergency situations. It argued instead that some substances could be completely exempted for supply by the pharmacist in specified dosage forms. The Commission has agreed to some changes as a result.

The Commission has also accepted Society recommendations that pharmacists should be able to supply phenobarbitone and phenobarbitone sodium in emergency—but only in respect of continuity of treatment for epilepsy—and has agreed that tranquillisers, non-barbiturate hypnotics and antidepressants previously excluded from the emergency provision, should now be included.

Veterinary medicines

Despite National Farmers' Union and other representations, the Commission found that a strong case had been made for relaxation of prescription control for relatively few veterinary medicines. Fears had been expressed of a virtual supply monopoly by veterinary surgeons, or agricultural distributors having to employ pharmacists—of which there were an insufficient number—if supply was restricted to pharmacies.

The Commission is opposed to the general trade or business exemption at present in force under Section 20 of the Pharmacy and Poisons Act 1933, but it recognises the need to provide exemption to allow certain groups to sell or supply medicines in the course of their professional activity. These groups—such as employers, midwives, institutions, nurses in emergency to supply, or opticians, chiropractors, etc, to obtain—are set out in schedules to the respective Orders.

The Commission has accepted the recommendations of a working group on

herbal remedies; these transfer some items from the herbal list to the POM list—in such cases, where no exemption exists, the item will not be available either from herbalists or the "counter-prescribing" pharmacist without prescription.

A proposed statutory framework for the control of sale and supply of herbal remedies is contained in the documentation, and this includes provision for the collection of information on, and review of, herbal remedies so that they can be assigned to the appropriate lists.

Dealing with homoeopathic medicines, the Commission has agreed with the POM Committee that any medicines consisting of a "unit-preparation" diluted to 6x (ie 1ppm) or more is innocuous when administered orally at that strength. For "unorthodox practitioners", such dilutions would be exempted from prescription and pharmacy-sale restrictions, where applicable—but anyone preparing these materials would require a manufacturer's licence, subjecting them to inspection. A list of materials is published which "unorthodox practitioners" may use or supply at 3x dilution, being considered hazard free.

Representations were made to allow certain such practitioners to use parenteral injections, but the Committee decided that for reasons of safety preparations intended for parenteral administration should, as a class, be restricted to prescription. Exemptions would be made for insulin and perhaps other life-saving antidotes, such as adrenaline and antihistamines, and for paramedical personnel to administer injections in accordance with the instructions of a doctor, dentist or veterinarian.

No dosage or quantity

Minimum requirements for POM prescriptions recommended by the Commission do not include dosage or quantity to be supplied. The Commission accepts that both are good prescribing practice, but argues against control for the following reasons: "A major criticism of the existing requirement (which applies only to a

Continued on p422



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apples
bite
back**

When eating is a misery, cold sores or mouth ulcers are often the culprits. Bonjela is the ideal treatment for mouth soreness.

It contains Choline Salicylate a powerful, fast acting analgesic that soothes away pain. It also contains Cetalkonium Chloride a wide spectrum antiseptic. As well as reducing any secondary infection, Cetalkonium Chloride lowers surface tension allowing the analgesic quicker access to the painful mucosa.

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That's why we call it **The
3-minute
smile**



Medicines Act proposals

Continued from p420

relatively small number of substances) is that in practice the onus for ensuring the law is complied with rests not, as it should, upon the prescriber, but on the pharmacist who has to dispense the prescription. This anomalous situation would continue if a similar requirement were introduced under Section 58(4) of the Medicines Act, and the Commission was informed that the Act would have to be amended before the onus could be put on the prescriber.

"Recognising the practical difficulties which this situation creates for the dispensing pharmacist, who is faced with the dilemma of breaking the law or inconveniencing the patient or even putting him at risk if he refuses to dispense an incomplete prescription until he can get confirmation of the prescriber's intentions, the Commission concluded that it would be unwise to make a statutory requirement of this kind with the penalties provided for in the Act.

"Nevertheless, in the light of the evidence that the omission of these important details is widespread, they are strongly of the opinion that action of some kind is needed to rectify the existing unsatisfactory situation. The Commission therefore make no recommendation that the particulars to be shown on prescription forms should state the dosage and the quantity to be supplied. They urge that the matter should be further considered in the light of any comments received as the result of consultation."

The minimum requirements now proposed are date, signature of prescriber, registered qualifications of prescriber (it is argued that this will obviate the need for the wording "for animal treatment only" or "for dental treatment only" required on S4A prescriptions at present), address of prescriber, patient's name, address and age if under 12 or person to whom to be delivered for veterinary prescriptions. All these details to be in indelible ink.

Validity, records, repeats

POM prescriptions should be valid for only six months, the Commission recommends, and it should be unlawful to dispense a prescription at all if it has not been presented for dispensing within six months. This would apply equally to private and NHS prescriptions. The six months limit may be overridden by a prescriber's instruction to repeat the prescription, however.

For repeats generally, the Commission considers that the prescription requirements should leave the pharmacist in no doubt. Where a prescriber specifies that a prescription may be repeated but fails to direct the number of repeats or the intervals, repeat dispensing would be limited to one occasion within six months,

except for oral contraceptives where five repeats would be permitted.

Record requirements for retail pharmacies entail the keeping of a book or books for recording all POM dispensing (except NHS and oral contraceptives), POMs dispensed under the emergency supply scheme, and other supplies, including supplies direct to doctors and veterinarians. However, it would not be necessary to make records of retail supplies to doctors, dentists or veterinarians if a copy of the order invoice is kept. Nor would a separate record be required where records are kept under provisions of the Misuse of Drugs Act.

The provisions for signed orders include a requirement that the "person lawfully conducting the retail pharmacy business" shall be "reasonably satisfied that the signature is that of the person purporting to have signed the order, and that that person carries on the business or profession stated in the order".

For wholesale dealing, signed orders will not be required for supplies to doctors, dentists, veterinarians, pharmacies, other wholesalers, hospitals, health centres and categories such as midwives, provided that the relevant order or invoice is retained. All signed orders must be retained for two years, in chronological order and consecutively numbered.

Labelling

New recommended cautionary labelling replaces that currently found in Schedule 7 to the Poisons Rules. It is as follows:

a. Medicinal products for human use (other than those for external use, those containing insulin and those listed in paragraph (c) below) containing substances restricted to prescription only by an order under Section 58 of the Medicines Act 1968 but at or below the maximum specified as an exemption in that order, and medicinal products for human use restricted to pharmacy sale containing Vitamin A or Vitamin D should be labelled with the words—"WARNING. DO NOT EXCEED STATED DOSE"

b. Medicinal products for human use with indications for the treatment of asthma or other conditions associated with bronchial spasm should be labelled with the words—"WARNING. USE ONLY ON MEDICAL ADVICE"

c. Medicinal products for human use (other than those for external use) containing certain antihistaminic and other substances should be labelled with the words—"WARNING. MAY CAUSE DROWSINESS. IF AFFECTED DO NOT DRIVE OR OPERATE MACHINERY. AVOID ALCOHOL". This list has been extended from the Schedule 7 requirement to cover bamipinc, brompheniramine, dimenhydrinate, dimethindene, embramine, hyoscine, mepyramine, methapyrilene and tripeleminamine.

d. Medicinal products for human use containing ephedrine or its salts should be labelled with the words—"WARNING. WHEN USED FOR ASTHMA MEDICAL ADVICE SHOULD BE OBTAINED".

e. Medicinal products for human use containing more than 24mg of elemental iron per unit when prescribed for adult human use should be labelled as recommended in the Commission's report on the

Presentation of Medicines in relation to Child Safety.

f. Medicinal products for human use containing podophyllum resin should be labelled with the words—"WARNING. MULTIPLE WARTS SHOULD NOT BE TREATED WITH THIS PREPARATION EXCEPT UNDER MEDICAL SUPERVISION". The Commission says if possible a more appropriate expression than "multiple warts" should be used.

The POM recommendations are embodied in the proposed Medicines (Prescription Only) Order 1976, issued as a consultation document. Record-keeping recommendations will be in the Medicines (Sale or Supply) (Miscellaneous Provisions) Regulations.

Medicines Act Orders

Other Orders to bring into effect the proposed changes would include:

□ An Appointed Day Order to fix the date—proposed as September 1, 1976—on which the Orders would come into force.

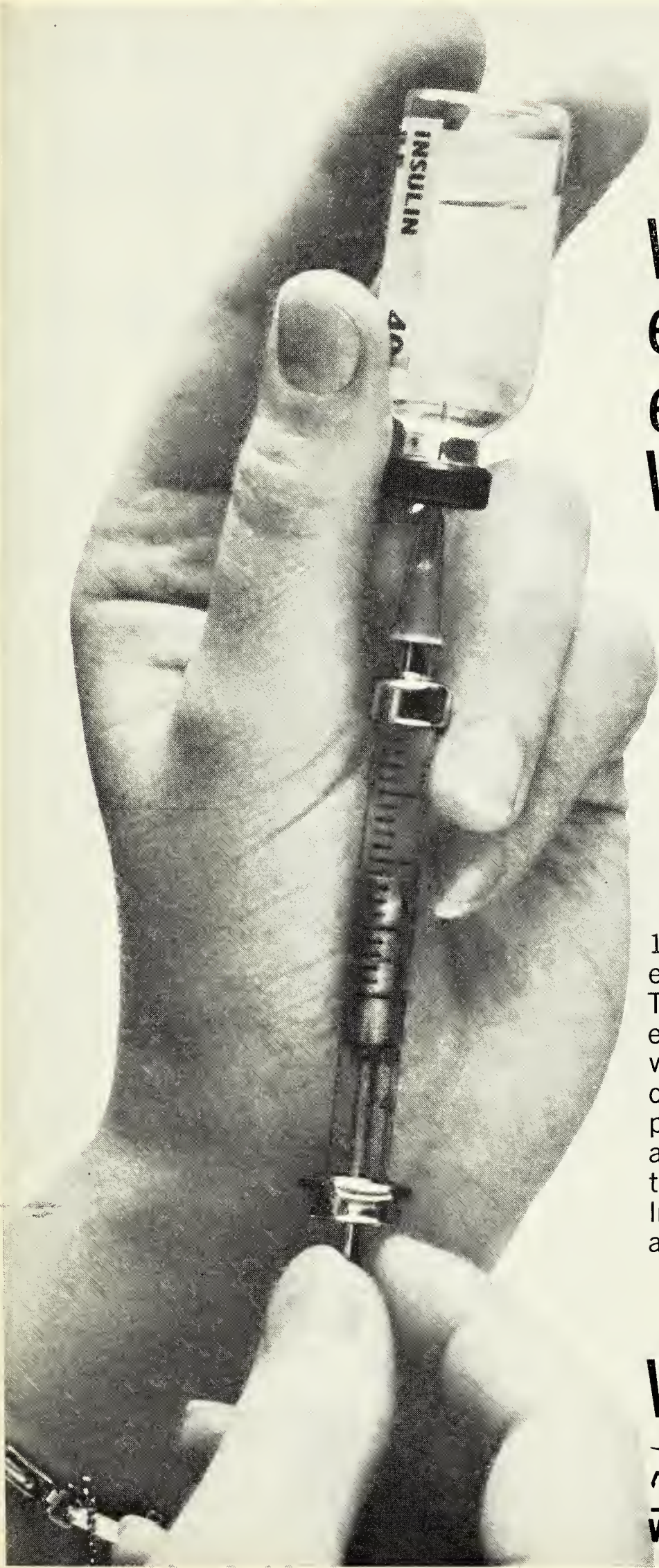
□ A Commencement Order to bring into effect the provisions in the Medicines Act repealing the Pharmacy and Poisons Act 1933; parts of the Pharmacy and Medicines Act 1941 and the Radioactive substances Act 1948; Part II of the Therapeutic Substances Act 1956, and wording changes to certain other Acts; and the corresponding provisions in Northern Ireland legislation. The repeal of the Pharmacy and Poisons Act will automatically bring the Poisons Act 1972 into operation, and the Home Office will make regulations modifying the Poisons List and Poisons Rules so that they only apply to non-medical poisons from the same day.

□ The Medicines (Exemption from Pharmacy Sale) Order to cover those classes of persons who must be allowed to sell or supply medicines at the retail level without being restricted by "pharmacy only" requirements; the order will also include the products covered by the Commission's report on a proposed homeopathic general sale list, together with certain specified exemptions.

□ The Medicines (Exemptions from Restrictions on Retail Sale or Supply of Veterinary Drugs) Order, based on the Commission's report on the sale of certain veterinary drugs by agricultural merchants to farmers and including proposals relating to the supply of feed additives to commercial feed manufacturers.

□ The Medicines (Warning Labelling) Regulations which will include a number of requirements relating to the cautionary labelling of medicines in accordance with the Commission's recommendations (see above).

□ An Order prohibiting the sale or supply of antibiotics and other chemotherapeutic substances not covered by the Medicines (Prescription Only) Order, with certain exemptions for non-medicinal purposes in horticulture, agriculture or forestry and as rodenticides, etc; together with the latter order, it will make it possible to repeal the whole of Part II of the Therapeutic Substances Act 1956. The existing Medicines (Prescription Only) Orders, the Medicines (Phenacetin Prohibition) Order and the Medicines (Hexachlorophane Prohibition) Order will also be revoked in so far as they are replaced by the new provisions.



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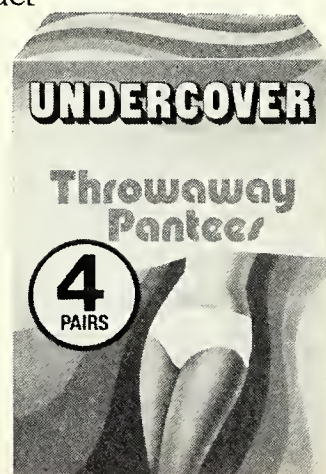
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Letters

Case against pharmacies in health centres

We have seen over the past few months signs of a definite campaign to promote health centres having a pharmacy included. Indeed there seems to be not only pressure from the politicians but also from within our profession—particularly from those in the public sector already, to encourage all health centres to have pharmacies (see *C&D* report on the Socialist Medical Association, March 6, p323).

Looking quickly at the idea of health centre pharmacies there seems much to commend them—after all the majority of a doctor's patients are seen by the GP in his consulting room and if this is in a health centre, what's more natural than to have the pharmacy there too? Many pharmacists feel that by working in a health centre they are part of a medical team providing total health care.

If we stop to look closer, though, I think many of us could foresee very real and very serious problems, not only for pharmacists but for the public as well. If we are honest with ourselves we must know that in many areas traditional pharmacy and health centre pharmacy cannot exist

side by side. If the doctors move into the health centres and the health centre pharmacy takes 80 per cent of their prescriptions there is too little left for the remaining pharmacies to carry on and support a pharmacist. Some of them would remain in business—as drugstores or “emporiums”, but not as pharmacies—others would just close.

Obviously this would hit our profession. It would reduce the number of jobs available for pharmacists, for all the displaced pharmacists could not find work in health centre pharmacies and I have little doubt that prescriptionists would do much of the dispensing there “under supervision”. Equally it would hurt the public, because for those who cannot go to the surgery (and after all this includes those people who most need medicines) there would be no local pharmacy for a neighbour or relative to pop round to after the doctor calls. Getting medicines for these people would become a major problem. It would also hurt the public because the pharmaceutical service is more than just dispensing prescriptions—and that service would have gone.

Public relies on advice

It is not until the public lose a service that they realise how valuable it is. And in the coming of health centre pharmacies there is a real danger that the public will lose the very many services that present pharmacies offer—the advice of the pharmacist on matters large and small, from a rash on baby's bottom, a pain in an elderly man's chest, a budgie with a cough, a nagging fear, a need for reassurance. We

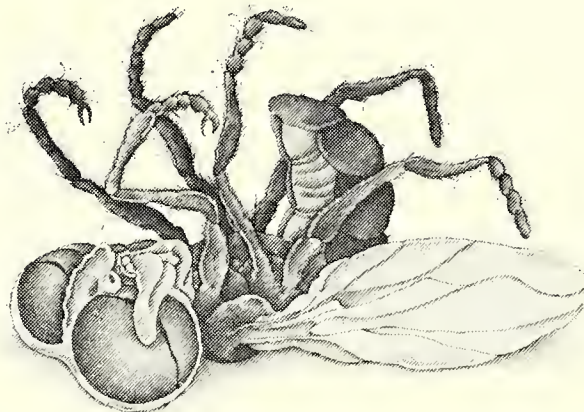
all know these situations and realise that the public relies on pharmacy for this advice.

However efficient a health centre pharmacy is, it seems highly unlikely that this availability of the pharmacist to help the patients he knows can be maintained. In fact, already there seems to be the idea that the pharmacist himself in a health centre is tucked away in an office supervising prescriptionists who are dispensing prescriptions handed to them by receptionists. I know he is available there, but to the public he has become more remote.

Having said this there are some places where a pharmacy in a health centre—particularly of the smaller variety—can continue and does continue to provide a total pharmaceutical service. There are other places where a pharmacy has been established in a health centre by a consortium of local pharmacists to prevent leap froggers. But these consortia are surely being established for the wrong reasons—there must be a more sane way of planning a service than jumping in to prevent anyone else doing so.

One nightmare situation haunts me and that is of a time when 80 per cent of all prescriptions are dispensed in health centre pharmacies. Suddenly a government decides that it might just as well take over these pharmacies into a salaried service and on examining that service look for economies—perhaps the hospital pharmacy could handle the prescriptions, technicians could dispense. And as for the suggestions that the patients may not like travelling miles

Continued on p427



ONCE AGAIN, 10,000 OF THEM WILL BE DYING TO HELP YOU.

Vapona, undisputed brand leader among slow-release flykillers with over 50% of the market, will again be getting heavy television support this summer.

Beginning May 21, our highly successful '10,000 Flies' commercial will be appearing all over the country.

This is consistent with our policy, begun in 1968, of giving Vapona heavy

and continuous advertising support.

Do make sure, then, that you're well stocked with Vapona 6½" Flykiller, Cassette, Small Space Insect Killer and Mothkiller, the insecticides your customers ask for by name.

Because, from May 21, even more of them than usual will be asking.

Vapona.
Why stock anything else?



PHILIPS REPORT

PHILIPS

A lot of people will be relieved to see we're advertising the Infraphil again this winter.

About this time of year, aches and pains catch up on people.

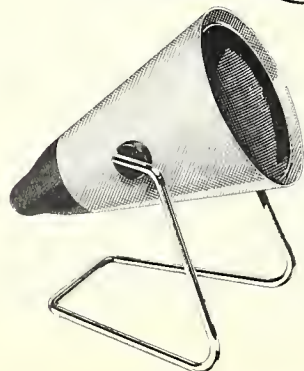
So naturally, the idea of buying a Philips Infraphil catches up too.

Which is why we're now brand leaders of a market worth over £2¼ million a year.

In February and March, we're running this advertisement. It'll be appearing in the Sun, Daily Mirror, Daily Mail, Daily Express and Sunday People, from February 9th for eight weeks.

So make sure you're ready. That way, you'll end up exactly the same as all your customers, without complaints.

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PHILIPS

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The Philips Infraphil Health Lamp gives you a concentrated beam of infra-red light that penetrates the body tissues. It warms the tissues, dilating the blood vessels and stimulating blood circulation, thus helping to speed the natural healing process.

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So when you ache, switch on the best light relief there is - Philips Infraphil.

Suggested selling price only £12.99 including VAT.

For further details about Philips Health Lamps, please write to Dept. SP,

Philips Electrical Ltd., Century House, Shaftesbury Avenue, London WC2H 8AS.

Simply years ahead.



Letters

Continued from p425

(Monday to Friday, 9 am to 5 pm) to collect their medicines or that they resent losing their neighbourhood pharmacy—well these things can't be allowed to stand in the way of progress, surely!

I firmly believe that for pharmacy, and for the general public, a wide spread of traditional community pharmacies is essential. I hope that when health centres are discussed we are all of us ready to point out that there are other and better ways of seeing to the nation's pharmaceutical needs.

David L. Coleman
Stalham, Norfolk

Addicts

I would like to add my support to Mr Levesconte and other people who have decided not to supply addicts. I worked in a large hospital in West London some 10 years ago where it was decided—much against his reasoning—that a psychiatrist would set up an addict treatment centre.

The experiences of the nursing staff were the same as those reported: addicts dirty, rude and generally intolerable, appearing at all hours of the day demanding attention, upsetting other patients with diseases not of their fault.

Despite storing these drugs in proper cabinets, well away from the treatment rooms, the addicts soon discovered where the drugs were kept. The staff, then, were subject to injury from them. It soon became apparent these people are not really interested in a cure or in cutting down, and often if they had reduced they soon fell back into their old ways.

The people who try to help them become despondent as their efforts are all in vain.

P. G. Tier,
District pharmaceutical officer
Royal Victoria Hospital
Bournemouth

Act cuts off supply

This is to advise you of a potentially dangerous situation which has arisen from over-zealous application of licensing regulations made under the Medicines Act 1968. I refer to the availability of crushable ampoules of amyl nitrite which are recommended for immediate inhalation in event of cyanide poisoning when using Cymag in the field as a rodenticide. Both the Ministry of Agriculture and the manufacturers of Cymag (Plant Protection Ltd) recommend that such ampoules be available for immediate use pending the arrival of a doctor to administer the intravenous antidote (Kelocyanor).

In attempting to obtain supplies of amyl nitrite I have just telephoned leading wholesalers, including one named by the Ministry of Agriculture at Norwich. None have supplies or can obtain them. Finally I have telephoned Tower Pill & Tablet Co, who tell me that they are no longer able to manufacture as the conditions of manufacture demanded by the licensing authority are incapable of implementation. I am also

told that the cost of obtaining a licence would make further manufacture economically impossible.

Thus we have a situation where regulations promoted for public safety are in this instance a source of public danger. Here is a vital medicine which is unlikely to be used on more than one occasion on the same patient. Surely considerations of chronic toxicity or quality control are academic in this case and it should be possible to grant an authority to manufacture to BPC, or such pharmacopoeial standards as have existed satisfactorily for this century.

May I urge that the Pharmaceutical Society take immediate action to remedy this situation, not only for public safety but to enable its rural members, to whom distribution of Cymag is entrusted, to do their job with the necessary degree of responsibility.

Keith Jenkins
Burnham Market
Kings Lynn, Norfolk

'The pill's' free availability

Re the discussion on whether oral contraceptives should be available more freely. Since the NHS free family planning service started on July 1, 1975, they are prescribed by the dozen or half-dozen packs and patients do not even have to sign the prescription book. How more "freely available" do they have to be?

If nurses, midwives and health visitors could sign the prescriptions as proposed, why could not the pharmacist? Is it too much work, well paid for, for the doctor to see his or her patient once a year?

"Pack of six"

Post Scripts

The Darlings at home

Bill Darling, his wife Anne and sons Paul and Ian were featured in a *Sunday Times Magazine* Lifespan feature on March 14. The series looks at how different families organise their evening meal and discusses some of their favourite recipes. Anne is reported as saying, "For a main course, meat or fish. We like plain grilled meat like pork chop with a sauce". She continues "Once you have decided on the focal point I think a meal stands or falls on the vegetables. All ours come from the garden". Then follows a reference to Bill's growing of prizewinning leeks (see *C&D*, September 21, 1974, p381). Anne agrees they eat well, but doesn't think they are extravagant. They buy no costly convenience foods unless you include occasional trips to the fish and chip shop. Whilst the heading of the feature is "Can you be a socialist and eat good food?" perhaps the unusual aspect is the enthusiasm of 13-year-old Ian for eating! And another reminder is not to make Anne a present of a cookery book, she appears to be a compulsive reader of such items and has 50 or 60 already. But if you come across a strain of seeds producing fantastic giant leeks then pass some on to Bill. He'll be more than grateful.

Westminster report

Licence fee increases: Government criticised

The Conservative spokesman on Social Services, Rt Hon Patrick Jenkin, has called on the Government to circulate regulations on the new medicines licensing fees as "a matter of urgency".

In a statement issued last week, Mr Jenkin claimed that regulations governing the rise in fees—which came into force on March 6 (*C&D*, last week p365)—were only laid before Parliament on March 5 and copies were not immediately available publicly. "So a medicine manufacturer cannot possibly know what fees he has to pay, although the new rates are already in operation," he commented, adding: "What kind of government is it that changes the law this way without adequate consultation or notification?" Mr Jenkin gave notice of a Commons question.

Replying to Mr Jenkin's question, Dr David Owen, Minister of State for Health, said that copies of the Medicines (Fees) Regulations 1976 (SI No 347) would be available from HM Stationery Office from March 18. In the meantime duplicated copies had been sent to the trade associations concerned.

Orovite 7 promotional material to be altered

Mr Laurie Pavitt asked what action the Secretary of State for Social Services had taken on the promotional material for Orovite 7 which "implies that this product is recommended by her Department".

Dr Owen replied that officials from the Department had been in touch with the company concerned. They had been assured that the material was not intended to imply the product was so recommended, but to make the point that its ingredients were in accordance with recommendations about vitamin intakes made in a report published by the Department in 1969. The company had agreed that the phrase involved would be altered or deleted in any future promotional material.

□ In reply to a further question from Mr Pavitt, Dr Owen stated independent medical experts had advised that evidence is insufficient to justify regarding linoleic acid—the basic ingredient of Naudicelle capsules—as having a therapeutic effect on multiple sclerosis.

'Holiday' Bill for Commons

Baroness Phillips' private member measure the Shops (Holiday Resorts Sunday Trading) Bill has passed through all its stages in the Lords and now moves to the Commons. The Bill seeks to enable shops in holiday resorts to be open for a maximum of 26 Sundays a year rather than the currently permitted 18.

Company News

Hills Airport Shops buy Chemimart

Chemimart Ltd have been acquired by Hills Airport Shops Ltd, who operate pharmacies at London's Heathrow and non-pharmacy shops at other sites including central London hotels. Chemimart have 23 shops in various parts of the UK, of which only one is now believed to be a pharmacy—although the group was a pioneer of supermarket-type pharmacy retailing and had eight pharmacies when acquired by Booker-McConnell in 1973. Booker-McConnell disposed of their interest over a year ago.

Victoria Valuers Ltd, who negotiated the acquisition for Hills Airport Shops and who have been retained as stocktakers and property advisers, are looking for further small pharmacy groups on behalf of Hills.

Ilford give boost to CIBA-Geigy exports

Unaudited figures for the CIBA-Geigy group of companies in the UK show that 1975 consolidated sales (including for the first time the sales of Ilford Ltd) amounted to £197.7m, a 13 per cent increase over comparable figures for 1974.

Export sales rose, largely due to Ilford, by 11 per cent from £66.4m to £73.7m and represented 37 per cent of the UK group's business. Capital expenditure for the year was almost £20m.

Mr Allan A. S. Rae, chairman of the UK group, says that although some sectors achieved real growth in 1975, volume overall decreased. The improved turnover was due for the most part to higher selling prices which nevertheless did not reflect the full increase in costs. The first two months of 1976 had shown signs of a slight upturn in business in the industrial sectors, although Mr Rae did not foresee any general improvement until nearer the end of the year.

Cologne Perfumery changes

Mr H. H. Bollen has been elected chairman of Cologne Perfumery Co, which was established nearly two years ago as sole concessionaires for the marketing of the 4711 range in the UK.

Recently Cologne Perfumery has been integrated into the international 4711 Cologne organisation. Mr Bollen has been with 4711 Cologne for over a decade and is in charge of co-ordinating all marketing and sales activities throughout the world from Cologne. Mr Friedhelm Stellet is director in charge of marketing and sales and Mr Brian Schwind director in charge of production and technical services. Mr Stellet is confident that 1976 will prove that 4711 is a major force in the UK fragrance market.

Briefly

LR International's United Photographic Laboratories, formed last year, is setting up a joint-venture laboratory in South Africa with a chemist co-operative.

Laporte Industries have acquired the whole issued capital of sulphuric acid and aluminium sulphate manufacturers **R. & J. Garroway** for £1.05m.

Braun AG Group's consolidated after-tax profit rose to DM 8.392m (about £1.6m) in the year to September 1975 from DM 2.627m the previous year. Sales rose from DM 653m to DM 706m.

Naarden International NV, Holland, has acquired **UOP Fragrances**—a US fragrance and flavour company—for an undisclosed sum. UOP Fragrances, with headquarters in the USA, also has facilities in the UK. The offices of **Almay (London New York)** at 9a New Bond Street, London W1, will close at the end of March. Orders should in future be addressed to the head office at 225 Bath Road, Slough, Berks SL1 4AU (telephone Slough 23971).

Hoechst UK is to delay its five-year £50m-£60m investment programme because of economic uncertainties. The plans included possible new plant producing up to 100,000 tonnes of polyethylene for use in plastics manufacture.

Although UK profits fell, pre-tax profits for **Renokil** rose by 10 per cent to £6.1m on turnover up from £33.5m to £39.4m in 1975. The improvement was mainly a result of a 42 per cent rise to £2.22m overseas while UK profits fell 2.5 per cent to £3.9m.

Cope Allman International's first half pre-tax profits to December 31, 1975, fell £1.94m to £1.62m on sales up from £53.57 to £55.43m. However the directors look for second half profit considerably in excess of the £2.25m for the corresponding period previously.

Professional Studies Group Ltd has now established a Canadian Company which will be conducting a wide range of syndicated and special ad hoc research projects for pharmaceutical companies. The vice-president of PS Professional Studies Canada Ltd is Philip Harrison and the address is 6600 Trans Canada Highway, Suite 750, Pointe Claire, Quebec H9R 4S2.

The London branch of **Weddel Pharmaceutical Ltd** is now at their registered office, Weddel House, 14 West Smithfield, London EC1A 9HY (telephone 01-248 1212). Requests for medical information, clinical trials supplies and product complaints should be sent to the above address. Queries about orders and prices should still be sent to the sales office, Red Willow Road, Wrexham Industrial Estate, Wrexham, Clwyd.

Pressindustria SpA: As a result of reorganisation as an integrated industrial group, Pressindustria Engineering and Plants SpA will act as operation subsidiary in the research, development, design, engineering and supply of plant to the fine chemical and process industry, and Pressindustria Chemical Equipment SpA will design, construct and supply the Pressindustria process equipment. Agents for UK, British Commonwealth and Eire are G. J. Erlich Ltd, Erli House, 51 Hugh Street, Westminster, London SW1V 4HP.

Hoechst AG's annual report for 1974 states there was a buoyant demand throughout the year for the group's pharmaceutical products with sales, excluding Roussel Uclaf, rising 12 per cent to over DM 3,000m. Including Roussel Uclaf, the group spent DM 323m on pharmaceutical research, and a new psycho-pharmaceutical, Nomifensin, seen as the first of a series, has been submitted to the German Federal Office of Health.

Du Pont's consolidated world-wide sales for 1975 totalled \$7,222m, an increase of five per cent over the previous year. Net income declined to \$272m, 33 per cent below 1974. Earnings were the lowest reported by the company for many years. The sales increase reflected higher average selling prices, since physical volume of shipments was nine per cent below the 1974 level. Pharmaceuticals were among several product lines which performed consistently well during 1975.

Group sales of **ICI pharmaceuticals** increased in 1975 by £29m over the previous year to £146m, according to ICI Ltd's annual report published recently. Some £46m of sales were in continental western Europe (£41m in 1974), £39m in the Americas (£34m) and £23m in the UK (£18m); however the sales growth was not matched by a rise in profits because it was not possible for substantial cost increases to be fully recovered in higher prices. The group is establishing a research and development project in France and increasing its efforts in Australia and the USA.

Appointments

Helena Rubinstein Ltd have appointed Miss Louise Winkel senior manager of consultants in charge of the entire UK consultant force.

Syntex Pharmaceuticals Ltd: Mr G. Frew has been promoted from product manager to senior product manager, and Mr S. Coe from representative to product manager.

City and Guilds and London Institute: Mr Harry Knutton, CB, MSc, CEng, FIEE, MBIM, has been appointed director general in succession to Sir Cyril English, with effect from May 1.

Spillers Foods Ltd: Dr Robin Davies, a chartered chemist currently product group manager for canned pet foods, has been promoted to quality assurance and scientific services manager.

Salpharm Holdings Group: Mr Peter Rule has been appointed group sales manager of A. J. Box & Drivers Ltd, the pharmaceutical wholesalers, J. D. Jenkins Ltd, retail pharmacies, and Rexnell Ltd, cosmetic, toiletries and OTC distributors.

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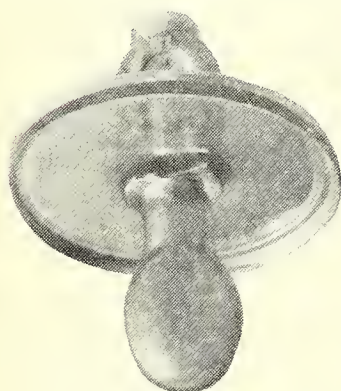
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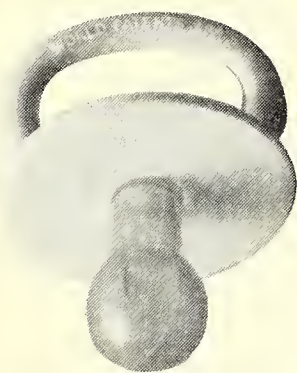
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Market News

Currency influence

London, March 17: The big currency changes which started with sterling being effectively devalued on March 5 and the French franc which was floated on March 15 and immediately fell by 5 per cent, have caused the inevitable chaos for dealers in their pricing of commodities. Among other items some Chinese produce was marked up by 5 per cent whilst a number of American items were up by 10 per cent.

The changes were by no means across-the-board increases. Because buyers held off except for immediate requirements, there was little demand and that, coupled with the anticipation of new crops being available in the next few months, caused a number of items to weaken. Some essential oils were lower on the spot than shipment quotations as for example Chinese peppermint. The changes, too numerous to mention in this introduction, are given in the lists below.

Pharmaceutical chemicals

Acetarsol: 50-kg lots £10.00 kg.
Acetomenaphthone: 100-kg lots, £0.64½ kg.
Ascorbic acid: (Per kg) £7.40; 5-kg £6.40; 25-kg £4.87; sodium ascorbate, plus 6p; silicone-coated, plus 17p.
Calcium pantothenate: £6.10 kg.
Carotene: Suspension 20 per cent £30.50 kg.
Cyanocobalamin: £2.50 per g.
Dexpanthenol: 10-kg lots £10.00 kg.
Hydroxocobalamin: £5.00 per g.
Nicotinamide: £4.35 kg; 50-kg lots £2.80 kg.
Nicotinic acid: £2.80 kg (50-kg lots).
Phthalylsulphathiazole: 50-kg lots £1.60 kg.
Pyridoxine: £18.70 kg; £17.70 kg in 5-g lots.
Riboflavin: (Per kg) £22.00; 5-kg lots £21.00; 25-kg £20.35.
Sodium pantothenate: £12.00 kg.
Succinyl sulphathiazole: £4.67 per kg in 50-kg lots.
Sulphamethizole: BP £6.71 kg for 1,000-kg lots.
Sulphaquinoxaline: BVetC in 50-kg drums, £7.75 kg; sodium salt £7.98.
Thiamine hydrochloride: Per kg £12.00; 5-kg £11.00; 25-kg £10.50.
L-Thyroxine: £1.25 per kg.
Tocopheryl acetate: DL alpha, per kg in 5-kg lots —oil £11.60, dry 25 per cent £10.40. DL Tocopherol £13.50.
L-Tri-iodothyronine sodium: £2.50 per g.
Vitamin A: Acetate powder, 500,000 iu £9.40 kg for 5-kg lots; 1 miu £7.30 kg. Palmitate oil 1 miu £9.40 kg for 5-kg.
Vitamin E: See tocopheryl acetate.

Crude drugs

Agar: Spanish-Portuguese £4.50 kg spot.
Aloes: Cape £0.95 kg spot; £0.93 cif. Curacao £1.40 spot nominal; £1.29, cif.
Balsams: (kg) **Canada:** £13.60 spot; £13.30, cif for shipment. **Copaiba:** BPC £1.55 spot; £1.50, cif. **Peru:** £4.20 spot; £3.90, cif. **Tolu:** £3.15 spot.
Belladonna: (metric ton) Leaves £1,550, cif. Herb £650, cif. Root no offers.
Benzoin: BP £67.00-£68.00 cwt spot; £62.00-£66.00, cif.
Buchu: Rounds £2.40 kg spot; £2.20, cif.
Camphor: Natural powder, £5.60 kg duty paid. Synthetic £0.65.
Cardamoms: (per lb cif), Alleppy green No 1 £2.70; prime seeds £2.60.
Cascara: £790 metric ton spot; £600, cif.
Cherry bark: Spot £580 metric ton; £575, cif.
Chillies: Mombassa £755 ton, cif.
Cinnamon: (cif) Seychelles bark £345 ton, cif. Ceylon quills 4 O's £0.50½ lb.
Cloves: Madagascar £2,850 per ton, cif.
Cochineal: Peruvian silver-grey £10.50 kg cif; £12.75, cif.
Colocynth pulp: Nominal.
Dandelion: No spot; shipment £0.95 kg, cif.
Ergot: Portuguese-Spanish £1.50 kg spot; £1.40, cif.

Gentian: Root; £1.42 kg spot; £1.37, cif.
Ginger: (ton, cif) Cochon £545, Jamaican spot £930. Nigerian split £425; peeled £555. Sierra Leone (March-May) £650.
Henbane: Niger £930 metric ton spot; £900, cif.
Honey: (per metric ton in 6-cwt drums, ex-warehouse) Australian light amber £480, medium £460, Canadian £650; Mexican £490.
Hydrastis: £7.00 spot; £6.75, cif.
Ipecacuanha: (kg) Costa Rica £3.75 spot £3.65 shipment £8.60, cif. Chinese spot duty paid £9.75.
Jalap: Mexican basis 15 per cent, spot, £1.38 kg; £1.30, cif; whole tubers £1.48, cif, 9-11 per cent.
Kula nuts: No spot; £195 metric ton, cif.
Lanolin: 1,000-kg lots BP grades from £955; cosmetic £1,025; technical £910.
Lemon peel: Unextracted £980 metric ton spot; £970, cif.
Liquorice root: Chinese £190 metric ton, cif. Russian £245 spot; £235, cif. Block juice £1,130. Spray-dried £1,050.
Lubein: American £1,010 metric ton spot; £980, cif. Dutch £950; £940, cif.
Lycopodium: Russian £4.60 kg, spot nominal; shipment £4.50, cif.
Mace: Grenada No 1 £1,940 ton, fob.
Manoarin: £6.00 kg.
Menhul: (kg) Brazilian spot £8.75 forward shipment £8.50, cif. Chinese spot duty paid £9.70; shipment £9.25, cif.
Nutmeg: (Per ton, cif) East Indian 80's £1,300; bwp £960. West Indian 80's £1,250, unassorted £1,170; defective £930.
Nux vomica: £210 metric ton spot.
Pepper: (ton) Sarawak black £810 spot; £735, cif; white £1,025; £950, cif.
Podophyllum: Root £600 metric ton, cif.
Pimento: Mexican 2,300 US dollars ton, cif. nominal.
Rhubarb: Chinese rounds 60% pinky £1.40 kg. Saffron: £220 kg spot.
Sarsaparilla: £1,200 metric ton spot; £1,150, cif.
Seeds: (metric ton, cif.) **Anise:** China star forward £450. **Caraway:** Dutch £365. **Celery:** Indian £380. **Coriander:** Moroccan £260. **Cumin:** Indian £600; Turkish £500. **Dill:** Indian £175. **Fennel:** Indian £315. Egyptian £235. **Fenugreek:** £125. **Senega:** Canadian £10.70 kg spot; £10.40, cif. **Senna:** (kg) Alexandria pods, hp, £1.87, manufacturing, £1.03. Tinnevely leaves faq No 3, £0.25; faq pods £0.25; hp £0.38.
Squill: Italian spot nominal, £850 metric ton, cif; new crop, Indian £170, cif.
Styrax: £2.85 kg spot; shipment £2.80, cif.
Tonquin beans: Spot £0.95 kg; shipment £0.85, cif.
Turmeric: Madras finger £225 ton, cif.
Saffron: Indian root £800 metric ton spot; shipment £730, cif.
Witchhazel leaves: Spot £2.20 kg; £2.10, cif.

Essential and expressed oils

Almond: Sweet in drum-lots £1.20 kg.
Anise: £16.50 kg spot; £15.00, cif.
Buchu: English distilled £255 kg; South African £155.
Camphor white: £0.90 kg spot; £0.70, cif.
Caraway: Imported £16.00 kg; English £28.00.
Cardamom: English distilled £120 kg.
Cassia: Chinese. Spot and shipment not quoted.
Cedarwood: Chinese £1.00 kg spot and cif.
Celery: English £28.00 kg.
Cinnamon: Ceylon leaf spot £3.45 kg; forward £2.78, cif.
Citronella: Ceylon £1.30 kg spot; £1.07, cif. Java £1.42, cif. and Chinese \$2.70, cif.
Clove: Per kg, Madagascar leaf spot £2.45; forward French frs 21.00 cif. English distilled bud £24.00.
Coriander: Imported Russian £19.50 kg spot. English distilled £29.60.
Dill: £15.00 in drum lots.
Eucalyptus: Chinese 80-85 per cent £1.65 kg spot; £1.50 cif. Spanish/Portuguese £1.80 spot.
Fennel: Spanish sweet £9.00 kg spot.
Geranium: (kg) Bourbon £26.50 spot.
Ginger: English distilled £70.00 kg.
Lavandin: About £5.00 kg.
Lavender: French £19.50 kg spot.
Lavender spike: £10.00-£11.00 kg spot.
Lemon: Sicilian best grades from £7.15 kg.
Lemongrass: Afloat £3.85 kg; £3.45, cif.
Lime: West Indian from £9.50 kg spot.
Nutmeg: (per kg) English distilled from West Indian £22.00; from East Indian £20.00.
Olive: Spot ex wharf, Spanish £1.150 per metric ton in 200-kg drums; Mediterranean origin £1,140.
Palmarosa: Spot not quoted; £7.50 kg cif, nominal.
Patchouli: £5.00 kg spot and cif.
Pennyroyal: £9.00 kg to arrive.
Pepper: English distilled ex black £67.50 kg.
Peppermint: (kg) Arvensis-Brazilian £3.50 spot; £3.40, cif. Chinese £3.50 spot; £3.55, cif. American piperata £16.00 (Far West origin).
Pelletgrain: £4.35 kg spot.
Rosemary: £4.50 kg spot.
Sage: Spanish £10.00 kg to arrive.
Sandalwood: Mysore £35.00 spot; £28.00, cif.
Sassafras: Chinese £1.80 kg spot; £1.70, cif. Brazilian £1.70; £1.60, cif.
Spearmint: American Far West £8.50 kg.
Thyme: Red 68/70 per cent £10.80-£11.50 kg as to quality.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

News in brief

□ Six new cases and one resumed inquiry will be before the Statutory Committee when it meets on March 29, 30 and 31. The Wednesday session is to consider information from which it appears that "a body corporate carrying on retail pharmacy business is connected with advertising matter appearing in newspapers.

□ The Department of Energy has published the first in a new series of booklets on fuel efficiency. Available free from the Department's library, Thames House South, Millbank, London SW1P 4QJ, the booklet—"Energy audits"—sets out why and how companies across a wide field should carry out energy audits in their own and in the national interest.

□ Two leaflets published by the Department of Employment, and available free from its local offices, explain the procedure for handling redundancies and protection for employees in insolvency under the Employment Protection Act. The Act's provisions relating to redundancies came into force on March 8, and the insolvency provisions take effect from April 20 (C&D, February 14, p211).

Coming events

Monday, March 22

Barnet Branch, Pharmaceutical Society, Postgraduate medical centre, Barnet General Hospital, at 7.45 pm. Mr Martin Callingham (Unilever Research) on "The design of antiperspirants and deodorants".

Harrow Branch, Pharmaceutical Society, Northwick Park Hospital, at 8 pm. Dr A. J. Grace (Department of Health) and Mr F. W. Teacher (Glaxo Laboratories) on "The registration of a new product—both sides of the fence".

Wednesday, March 24

London Branch, Guild of Hospital Pharmacists/ASTMS, Auditorium, Wellcome Building, 183 Euston Road, London NW1, at 7pm. Annual meeting and pharmacy forum.

North Staffordshire Branch, Pharmaceutical Society, Medical Institute, Hartshill at 7.45 pm. "Gerald's film show".

Sunderland Branch, Pharmaceutical Society, Postgraduate medical centre, Sunderland, at 8 pm. Wine tasting evening by Winterschluden & Co Ltd.

West Dorset Branch, National Pharmaceutical Union, Judge Jeffries Restaurant, High West Street, Dorchester, at 7.30 pm. Social evening (ticket only).

Thursday, March 25

Bristol Branch, Pharmaceutical Society, Dyrham Lodge, 16 Clifton Park, Bristol, at 7.30 pm. Talk on allergy by Bencard.

Friday, March 26

British Society for the History of Pharmacy, Chester. Conference on "Early industrial pharmacy in Britain". (Until March 28).

Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Park Lane, Croydon, at 8 pm. Dr D. Annal on "Emergencies—medical and otherwise".

Saturday, March 27

Crawley, Horsham and Reigate Branch, Pharmaceutical Society, George Hotel, Crawley, at 7 pm. Annual dinner and dance.

Advance information

Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Croydon, April 2. Working dinner: speaker Mr J. P. Bannerman (president of the Society). Tickets (£3) from Mr D. Brown, 79 Banstead Road, Carshalton Beeches, Surrey.

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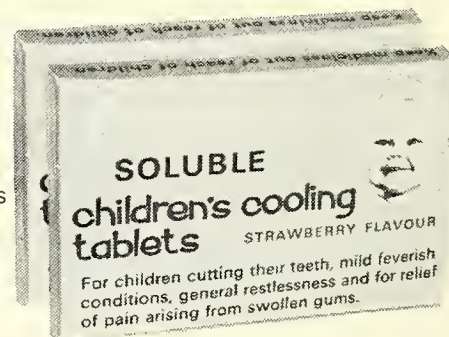
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